

# AUTHOR & JOURNALIST

**WRITER, BE VERSATILE**

August Derleth

## Midyear Market Guide

**THE CHANGING TRENDS  
IN CURRENT MAGAZINES**

**Contests and Awards . . .  
From Editors' Desks to You**

**Handy Market List  
of 361 Magazines**

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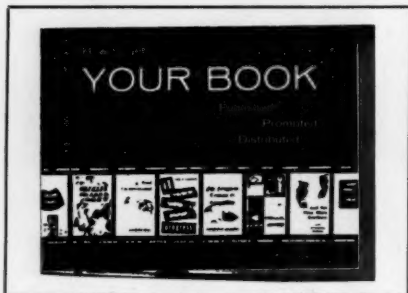
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# AUTHOR & JOURNALIST

VOLUME 42

NUMBER 7

NELSON ANTRIM CRAWFORD, Editor

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JULY, 1957

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## What Readers Say

### Obituary for Westerns

Something goes out of us each time we read of another Western pulp biting the dust.

Speaking for myself, I read a good many of them, mostly during the long bouncy hour spent on the bus getting home from high school. For this country kid they offered an adventurous escape from the weary routine. It was great to step into the shoes, or boots, of the protagonist and "really live." I'd skim over the range, a trim little bay under me, hell bent for Cactus Junction where I'd pick up the trail of "them thar rustlers," run 'em into a box canyon and hold them for the posse. (Me, a wisp of a blond-headed girl!)

Reading the works of Bouma, Lawson, Raines, and the many others, I learned to love the West and its quiet ruggedness. I have always dreamed of having a spread nestled at the foot of the Rockies; my own rangeland dotted with sleek beeves who turned snowy white faces in my direction as I rode by.

But now, with the death of first one and then another of the Westerns, the dream seems less vivid. Something has gone out of me.

LOIS ERDMAN

Blythe, Calif.

### Tribute from a Publisher

I truthfully believe *A&J* is the most practical and most economical medium for writers being published at this time. Many years before I finally got around to subscribing, I bought it at the newsstands; subscription, however, has saved me no end of trying to remember when the next issue would be out.

Being in the publishing business (in a small way) makes me all the more appreciative of *A&J*. I like the makeup, type face, and so forth, but most of all I find the contents a wonderful stimulus and a fund of pertinent information. The contributors of articles make me glad (I write myself for a tabloid we publish here), and someday, with perhaps a bit of time I may claim as my very own, I shall make a great effort to send some of my stuff around to the different markets you list—so accurately.

So, feeling the superiority of your publication, I have dropped out of five different groups—all of them costing more and not delivering a fraction of materials that writers can use; in other words, "old stuff" most of us have known for years.

KARLA F. CHANNING

Spokane, Wash.

### But Who'll Promote Cliches?

Your market lists are just about as valuable as gold dust but your articles are mostly "bushwa."

You know and I know and everyone else knows that the most interesting story ever written will never sell without the proper promotion, and the manuscript that is nothing more than several thousand typewritten clichés will sell if it is "pushed."

JESSIE E. SCOTT

Norwalk, Calif.

AUTHOR & JOURNALIST



# Exposition Press Leads the Field of Subsidy Publishing Because of Its Accomplishments!

## In Number of Books With Two or More Editions

**The Pageant of the Mediterranean** (travel), 4th ed. • **How to Stop Snoring** (how-to), 4th ed. • **I Like to Be a Grandma** (poetry), 4th ed. • **Crusade** (econ. & biog.), 3d-edition sellout • **How to Have a Green Thumb Without an Aching Back** (how-to), 3d ed. • **Teach Your Child to Read** (educ.), 2d ed. • **Decorating Cakes for Fun & Profit** (how-to), 2d ed. • **Winners Get Lost** (novel), 2d ed. • **Wanderings** (essays), 2d ed. • **Combat Boots** (war exp.), 2d ed. • **The Romance of African Methodism** (relig.), 2d ed. • **The Rogue of Publishers' Row** (belle lettres), 2d ed.

## In Quality Imprints

Exposition Press is the only subsidy publisher with four special imprints to signify important titles in specific fields: **Exposition-Banner Books** (titles of permanent trade interest); **Exposition-University Books** (scholarly and technical studies); **Lochinvar Books** (western Americana); **Testament Books** (important new imprint for religious works).

## In Publicity

A 16-line paragraph on **50 Years of American Comedy** in Walter Winchell's nationally syndicated column • A 2-page picture story on Leonard Hankins (co-author of **Nineteen Years Not Guilty**) in the Louisville Courier-Journal Sunday magazine section • A 2-page illustrated United Features Syndicate condensation of **After Reducing What?** in N. Y. World Telegram & Sun magazine section.

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## Meet the Man Who Can Publish Your Book



Edward Uhlan, President of Exposition Press, has been a leader in the field of subsidy publishing for more than 20 years. You can get to know him via his recently published book, **The Rogue of Publishers' Row**, hailed by **Omnibook** as "an unorthodox and challenging exposé which proves that subsidy publishing can be both honest and valuable, written by a man who heads one of the largest firms in the field."

In **The Rogue** you will find do's and don'ts on how to find a publisher, how to evaluate publishers' contracts and an exposé on literary sharks and racketeers.

## In Special Poetry Promotion

435 radio and television stations throughout the nation have agreed to broadcast from Exposition poetry books, giving poets an exclusive opportunity to reach an audience of millions. (Credit is always given to author and to publisher).

## In Autograph Parties

More than 200 copies of **The Jordan Beachhead** autographed by the author and by Charlton Heston sold in one afternoon • Over 550 copies of **The Unfailing God** sold at church party.

## In Author Recognition

Exposition's widespread publicity for Irvin Peithmann, author of **Echoes of the Red Man**, resulted in an attractive job in Florida and an assignment to do a regular trade book on the Seminole Indians.

## In Subsidiary Rights—Textbook Adoptions—Sales

A few of the highlights of Exposition's sales-promotion achievements in 1956 which gratified authors: the Dutch rights on **High Journey** were contracted for • the hard-cover reprint rights on two titles were sold: **Young John and Drop the Hook** • **The Grain Trade** (An Exposition-University Book) was adopted as a text at Kansas State College and Southern Ill. University • Ruth Stout, author of **Green Thumb**, earned \$1,482.94 in 2d-edition royalties in one 6-month period • James Schonberg, author of **The Grain Trade**, earned \$1,252.80 in the first month after publication.

## What Other Critics Say About 'The Rogue':

**Los Angeles Herald-Express:** "Uhlan has brought honesty and fair dealing to the neglected field of self-subsidized publishing. . . ." • **Chicago Sun-Times:** "Uhlan is the spearhead of the clean-up movement in 'subsidy' publishing. . . ." • **Los Angeles Times:** "The most readable, important, revealing book about the business of publishing. . . ." • **Artesian:** "He crusades for the right of any man to see himself in print. . . a subsidy publisher with integrity and a heart. . . ."

Copies of **The Rogue of Publishers' Row** (list price: \$3.50) are available to the readers of the Year Book at the special reduced price of \$2.50. Fill out the coupon below and mail to Dept. WYB-7.

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Read the complete story of 20 years of successful subsidy publishing in our new illustrated brochure, **You Can Publish Your Book**. Contains information for writers and details of our subsidy publishing plan. Write for free copy today.

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## From Editors' Desks to You

Reynard Publications Corporation, 624 S. Michigan Ave., Chicago 5, is starting two new magazines.

*Keen* will be a magazine for teenagers with solid fiction and articles for both boys and girls. Fiction will include teenage love stories, adventure, etc. Fact material will cover motor cars, personal appearance, and other interests of youth. Cartoons and jokes will also be published.

*Air & Armament* will be a rather technical publication along the lines indicated by the title. It will use no fiction, but will publish feature reports, first-person aviation experiences, historical material on warfare, etc. Query on technical articles.

Rates on each magazine will be 5c a word 30 days after acceptance.

The same firm publishes *Tiger*, men's magazine. This publication right now is looking for science fiction and fantasy, also some Western fiction.

— A&J —

Aeroquip Corporation is interested in contacting freelance photographer-writers in the United States and Canada who have experience in securing job application stories and photographs in the industrial field. The material is used in developing the company's advertising program and also in Aeroquip's monthly magazine, *The Flying A*, which is edited by Melvin D. Barger.

Rates for accepted photographs with negatives are \$10 each; for *Flying A* stories, \$35 per printed page.

Interested writers should contact the Advertising Department, Aeroquip Corporation, 300 South East Avenue, Jackson, Mich.

— A&J —

*Down Home in Dixie* is a new quarterly edited by Erwin D. Stephens, Box 98, Yanceyville, N. C. Mr. Stephens is a well-known Southern newspaper publisher and a contributor to national magazines.

His magazine is receptive to material by Southern writers or writers with a Southern background "who can depict Southern life, aspirations, and ideals without emphasizing the Caldwellian aspects of the Southern scene." It publishes fiction, articles, verse not over 20 lines, and a variety of brief descriptive or nostalgic pieces. Short-short stories around 1,500 words are especially desired.

This is labor of love for the South on the part of Mr. Stephens, and no payment is made for contributions.

— A&J —

*Colorado Wonderland*, a magazine designed to bring tourists to Colorado, has discontinued publication indefinitely.

— A&J —

*Leica Photography*, c/o E. Leitz, Inc., 468 Fourth Ave., New York 16, a quarterly magazine, uses articles about and illustrated by Leica cameras and equipment; also general pieces on photographic techniques and how-to-do-its on photography.

This magazine, one of the most beautiful of company publications, goes mainly to owners of Leica cameras—professional and industrial users and also fans and hobbyists. Thus it is open to articles such as "How I Use My Leica in My Law Practice" (or canning, heat-treating, sales, teaching, etc.)

All pictures used must have been made exclusively with Leica cameras and Leica lenses. Releases should be available from persons appearing recognizably in photos, though these need not accompany the original submission.

Photographs may be submitted as illustrations for accompanying articles. Also Leica pictures of any type of subject matter are purchased. Usually only one-time reproduction rights are bought, the photographer being free to resell elsewhere later. Previous publication is not necessarily a bar to acceptance. Maximum size of photos, 8 x 10.

On articles query Editor Kenneth Poli with a 2-3 paragraph outline. Payment is on acceptance at \$35 a page including illustrations. Individual photographs in black and white bring \$15 up, color \$25 up.

## Contests and Awards

The Harper Prize Novel Contest for 1958 is now opening. Closing date, June 1, 1958.

This contest, conducted annually from 1923 on, offers \$10,000—\$2,000 outright, \$8,000 as a minimum guarantee of royalties—to the author of the best novel submitted. Manuscripts must contain not less than 30,000 words.

All manuscripts submitted will first be considered by the editorial board of Harper & Brothers. Those not suitable for publication will be returned to the authors within a reasonable time. The "finalists" will go anonymously to the judges—novelists Saul Bellow and Jessamyn West and critic John K. Hutchens.

No entry blank is required but each manuscript must be submitted with a letter giving the title of the novel, the name and address of the author, and a statement that it is submitted for entry in the contest.

Address: Harper Prize Novel Contest, Harper & Brothers, 49 E. 33rd St., New York 16, N. Y.

—A&J—

The President's Committee on Employment of the Physically Handicapped has inaugurated the Spotlight Awards to be made to magazines for the best article or series of articles, best editorial, best photo feature on the achievements of the handicapped.

Material published in 1957 is eligible. Editors should use the official entry blank and send with it four copies of the material submitted.

Address: The President's Committee on Employment of the Physically Handicapped, Washington 25, D. C.

—A&J—

## Science Writing Workshop

An intensive course and workshop will be held at Purdue University August 5-9 for men and women who write about science, engineering, and research.

D. H. Radler, science writer for the university, will be director. The faculty will include Alton Blakeslee, Ray Bruner, and Bill Davidson—all of them distinguished writers in the scientific field.

For details address D. H. Radler, Purdue Research Foundation, Lafayette, Ind.

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This book was written by the internationally known literary agent who directs the work in NYS. Practically every business day for the past 25 years this man has talked to editors

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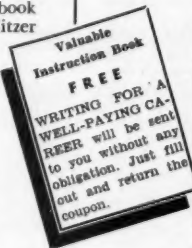
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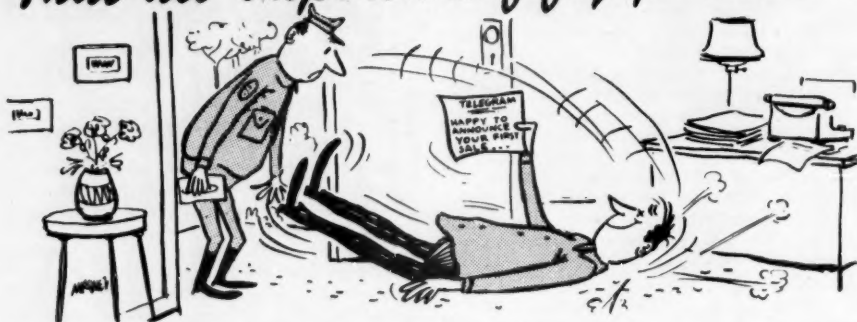
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## That all-important fifty percent...



In this space a number of months ago, we mentioned the fact that we'd just concluded ten years of soliciting clients and new business through advertisements, and reminisced about our worry at the start over switching from our original non-advertising policy—worry over whether the switch to advertising might injure our reputation and prestige. We finally decided to go ahead because we realized it was necessary to the strength of an agency to develop promising new writers in addition to representing big-name, established people. And the decision was the best move we'd ever made—certainly responsible in a large part for our present position of leadership in the field, with over 6,000 sales made yearly for clients.

When the above ad appeared, one of our staff-members made an interesting comment. He agreed that the ad had made its point, but said that it had completely failed to mention a fact he considered perhaps the most important and interesting of all: the fact that the developing and breaking-in of new writers had become so major a part of our business that *fully fifty percent* of the top-selling writers on our client-list today first came to us without a single sale to their records. And, the staff-member added, the breaking-in and building-up of new writers is in many ways the most *rewarding* part of our business.

It's a point, all right. Admittedly it's a great pleasure to sell a new Jeeves serial by P. G. Wodehouse to *The Ladies' Home Journal*—or sell one of the famous John J. Malone novels by Craig Rice to Simon and Schuster—or see an Arthur Clarke book become a Book-of-the-Month Club selection—or sell Mickey Spillane's Mike Hammer stories to the movies for just under \$300,000—but it's an even greater kick to do the same sort of thing for writers who hadn't sold a single word before coming to us.

Like, for example, Frank Ward, whose last two stories sold to *Cosmopolitan* at \$3,500 each, and were then re-sold to television and to a dozen foreign magazines; or Evan Hunter, now famous as the author of *Blackboard Jungle*, *Second Ending*, and the Broadway play, *On The Seventh Day*; or best-selling mystery author Helen Nielsen; or Jack Webb, whose top-selling Rinehart novels have also now been sold to MGM for a forthcoming movie series; or John Christopher's *No Blade of Grass* to *The Saturday Evening Post* as a seven-part serial, and as a movie at \$105,000; or so many, many others.

We'll be happy to see some of *your* work.

**SERVICE:** If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

**TERMS: PROFESSIONALS.** If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

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**Scott Meredith Literary Agency, Inc., 580 Fifth Avenue, N.Y. 36**

### Comment on Scott Meredith's best-selling book, **WRITING TO SELL:**

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—Wellington (Kansas) *Daily News*

Order **your** copy from your local bookseller, or directly from the publishers, Harper and Brothers, 49 East 33rd St., New York 16. \$3.00



## For Writing Success—BE VERSATILE

By AUGUST DERLETH

THE writer of fiction today faces a market of diminishing returns, unless he has the boon of versatility. The end of such magazines as the *American* and *Collier's* only underscores the major change which is taking place in editorial direction and public reading habits.

Never before have articles, "how-to" and otherwise, held primary interest for both editors and readers for so long a period without a breakthrough in favor of fiction. It is certain that when the inevitable turning back to fiction does come, basic changes will have been made in the reading pattern of the American public, certain markets will have been lost forever, certain types of stories will no longer be wanted, and many a writer will be forced to make drastic alterations in his writing habits.

If he is able to do so—and that is likely to prove the stumbling block for many a writer who has never attempted to write anything but the one kind of story he has always done well, the story which has sold for him and won him readers. It is surprisingly easy to settle into a writing rut,

because so many writers have never learned that the struggle is not only in reaching the goal of publication, but in maintaining it. And its maintenance today is entirely likely to demand more than one kind of work from the writer of fiction.

The fact that many successful writers have been possessed of a highly successful degree of versatility points the lesson that it is not alone the average working writer (who expects to make his living not by writing great novels but by the production of salable fiction over a lifetime) who ought to develop some versatility in writing. J. P. Marquand, for example, writes the Mr. Moto detective stories with the same facility so manifest in such best-selling novels as *H. M. Pulham, Esquire*, *The Late George Apley*, and others; he is still writing about Mr. Moto, after a wartime hiatus, for *Stopover: Tokyo* was published only this year. The same skilled hand which produced such a masterpiece as *Of Human Bondage* could also write a fascinating novel of intrigue in *Ashenden*, as well as a wide range of short stories bearing the byline of W. Somerset Maugham. H. G. Wells wrote *The History of Mr. Polly*, *Tony Bungay*, and other modern novels; he also turned out unforgettable science-fiction like *The War of the Worlds*, *The Time Machine*.

Elliot Paul has written such successful novels as *Indelible* and *The Governor of Massachusetts*; yet he has been equally successful with a series of mystery novels begun with *The Mysterious Mickey Finn*. The famed modern poet, C. Day Lewis, not only writes verse and novels intended for serious readers, but also, as "Nicholas Blake," turns out far better than average whodunits.

But the list could be extended indefinitely. It is noteworthy that, while best-selling authors may not rank as high for lesser work as for serious prose, the gap between them is never wide; purely entertaining fiction by best-selling writers is apt to

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No author is better qualified than August Derleth to discuss versatility. For he is probably the most versatile living writer. He has produced a wide variety of fiction, plus poetry, biography, history, juveniles, literary criticism, and fact articles. In 31 years approximately 100 books of his have been published plus innumerable contributions to magazines. His latest volumes, issued this year, are *The House on the Mound*, a novel, and *The Survivor and Others*, a collection of weird tales. Mr. Derleth is a frequent contributor to *Author & Journalist*.



rank with the best in the genre. It must also be admitted that best-selling novelists often turn to a less important form of fiction purely for recreation, while the motives of the working writer must be basically economic.

It is often difficult enough for the beginning writer to achieve publication in any one vein of fiction, without reaching the same goal over and over again in other directions. Putting aside the happy facility which seems to be the exclusive possession of a little handful of writers, what does it take?

IT takes nothing less than the same kind, the same amount, the same degree of arduous work to develop every vein of writing in which one can foresee potential sales and publication in order to develop the versatility—more and more necessary to cope with changing conditions in the world of writers and reading.

The development of versatility is thus no easy achievement. I know, for I experienced it. It took not less than ten years of writing to achieve such modest versatility in fiction as I can now claim, though I must admit that that versatility includes other kinds of writing, prose and verse, apart from fiction. I began to write in the domain of the supernatural story, and sold my first story three years later, to *Weird Tales*. I continued to write a variety of stories in the general vein of the fantastic. After a score of sales, when I felt that I had mastered the form, I went on to the detective story, which took only a year of practice, since, after all, there is a close alliance between the fantastic tale and the detective story.

The next development was a major break. I began to attempt fiction for the little magazines of that day, the early 1930's—*This Quarter*, the *Midland*, *Prairie Schooner*, *Pagany*—and, within two years, I began to place material with them, in that order. I kept at it until, in 1933, my novella, *Five Alone*, published the previous year in *Pagany*, achieved the Roll of Honor distinction in the *O'Brien Best American Short Stories* of that year.

I turned then to the quality magazines—*Scribner's*, the *American Mercury*, the *Atlantic Monthly*, etc. For those markets I began to write a series of bucolic comedies, not more than 4,000 words in length, which I grouped under the heading of the "Gus Elker" stories, after one of the principal characters. In 1934 the first of these stories sold to *Scribner's* and the second to *Household*; sales to the *Atlantic*, *Extension*, *Progressive Farmer*, the *Yale Review*, followed rapidly. Repeated sales to many of these markets took place for two decades thereafter, until, in fact, the demise of most of the more active markets and the change of editorial tastes reflecting the altered nature of the reading public made the Gus Elker stories of relatively little interest for contemporary magazines.

I next turned my attention to the slick-paper magazines, but with a good deal of apprehension, for the strictly formula story has never made much appeal to me, and I have always resented its limitations. Of the slicks, the magazine least given to formula stories—one which had already published people like Thomas Wolfe and other writers of similar creative genius in its pages—was *Redbook*, then ably edited by Edwin Balmer. I dipped into the material gathered from my life in Sac Prairie

and wrote for that market a romance in novelette form, *Any Day Now*. After some delay—occasioned primarily by its length, 25,000 words, which needed trimming back to 18,000—*Any Day Now* was sold to *Redbook* and inaugurated a series of novellas and one-shot novels for that market which covered a dozen years. My first appearance in *Weird Tales* took place in May, 1926; my first in *Redbook* in May, 1938. Within that span of time, apart from writing for magazines, I had also written and published detective novels (the Judge Peck stories), my first tragic romance (*Still Is the Summer Night*), and had delivered for 1938 publication my first historical novel, *Wind Over Wisconsin*.

Admittedly, the mere setting down of this conveys nothing of the long hours of work which went into the accomplishment. For example, while struggling through my junior and senior years of high school, I wrote 40 stories before achieving my first acceptance by *Weird Tales*. Thereafter, the number of stories in other veins may have been less, but the amount of work done seldom varied. Even the skilled writer does not turn from one kind of story to another without effort; he must adjust his perspective, he must alter his writing manner, he must change his approach.

In the beginning, he ought to have an honest interest in the various forms he undertakes. My omnivorous reading of fantastic fiction made this a natural first field for me. My pleasure in detective stories sent me in that direction. My observations of life in and around Sac Prairie made me want to write stories of the comedy and tragedy of country life in Wisconsin. With the purely contrived story I have had less success, though I have published what I consider contrivances not only in such magazines as *Redbook*, *Copper's Farmer*, and various pulps, but also in book form. But somehow these pieces always seem too glib for me. I see the bones through the body too readily, and the mere accident of selling has never seemed to me adequate justification for their existence.

Given an interest in the various kinds of stories, the writer must study the performances of many writers. He ought to concentrate on one kind of story at a time. For beginners, I do not recommend the ghost story, which is harder to do successfully than the realistic tale or the romance or adventure tale; it requires a special knowledge and a special treatment. Concentration on one kind of story at a time until it is mastered, without the self-defeating interruptions and diversions of other kinds of fiction, seems to me the only sure way of learning how to write versatily.

THERE is an adjuration constantly thrown at the pulp writer who essays to write serious literature, and vice versa, that he should be careful "not to let the right hand know what the left is doing." Trying to write different kinds of stories without mastering one sort of fiction will accomplish just what the adjuration seeks to prevent; insidiously, the right hand will begin to write a little like the left—and, likewise, the reverse.

I am sure that most amateurs at writing are as fully aware as the professionals are of reviews of books which are condemnatory on the ground that the book under review seems to be written neither just for entertainment nor as a contender for serious consideration; almost invariably, such

a book is the product of "mixed hands." I found it best in my writing experience to devote myself to one kind of fiction until I felt I had mastered it absolutely; and only when I could turn back to it after doing something else with only a modicum of necessary adjustment did I feel that I had done so.

It is only when one has mastered several types of fiction and has gained versatility that he can afford to move from one kind to another without fear of letting one hand know what the other is doing, and thus escape that muddying of style and plot which leads straight to the accumulation of rejection slips.

Nor would I recommend moving from one kind of story to another until repeated sales had proved to my satisfaction that I had mastered one kind. The mastery of any given kind of story may be accomplished independently of sales; but it is the sale that underscores the achievement. Sales versatility is best accomplished out of market knowledge; it is almost inevitable that the writer who sets out to establish his versatility has his sights set on definite markets for stories of various kinds. My bylines appeared first in *Weird Tales*; then in *Dragnet*, *Detective Trails*, *Gangster Stories*, and similar magazines; then in the *Midland*, *Trend*, the *Prairie Schooner*, *Contempo*, and other little magazines; following them, in the quality magazines, ranging from the *Atlantic* to the *Commonweal* and the *New Republic*; and finally in magazines like *Good Housekeeping*, *Redbook*, *Holiday*, the *English Journal*, etc. It should be pointed out also that once a market was established, it continued to be served; approximately 150 of my stories appeared, for instance, in *Weird Tales*, from 1926 to the suspension of the magazine in 1954.

**T**HE writer who would be versatile must study his markets diligently. There are various ways of telling any kind of story, but by and large each kind of story has a definite pattern, and often manner, no matter how much leeway the writer is offered. The *New Yorker* manner would never do for *Famous Westerns*, for instance; the *Atlantic* story is not likely to sell *True Confessions* nor even *Redbook*, though it is conceivable that the same basic plot could be featured in stories in each of those markets. But it would be so differently handled that no stylistic similarity would occur, and the disparity of treatment might be so marked as to conceal the basic similarity of plot.

Once versatility has been established, the writer will find it appreciably easier to venture into new kinds of fiction if he must do so. Changes in magazine fare, alterations in editorial policies, magazine suspensions will no longer seem disasters. In the 30 years since I began selling to the magazines, I have seen suspensions and editorial changes which completely eliminated markets of 20 years' standing. When *Scribner's* suspended and *Household* ceased to use fiction, the markets for my Gus Elker stories, save for *Progressive Farmer*, had virtually ceased to exist; after 50 stories about the characters, I reluctantly abandoned them for lack of ready markets. It is significant that this change paralleled the increasing industrialization of a country once predominantly agricultural, and stories with a farm setting were less desirable to editors in consequence, Radio,

television, and other media had all but erased the demarcation lines once supposed to exist between urban and rural dwellers. The suspension of *Weird Tales* left the newsstands without a single magazine devoted entirely to fantastic fiction, apart from those given solely to science fiction, a more limited form of fantasy. But no number of suspensions or editorial changes will leave the versatile writer without markets.

The versatile writer who knows his markets learns rapidly that the first-person narrative which is a *must* for the confession magazines will not sell to the slicks, though these markets do have one thing very much in common—they prefer the feminine viewpoint in their fiction. Stories in the slicks are most often third-person narratives, though no good first-person story is taboo in any market. He learns, too, that versatility in manner is not enough; he must have at his disposal a similar variety of plots. Though I have sold ghost stories to both *Redbook* and the *Magazine of Fantasy and Science Fiction*, the former would not very probably have accepted stories sold to the latter, and vice versa, because of the necessary differences in handling and approach between the stories. Such differences are basic to sales, and a lack of knowledge of them usually serves to classify writers. Nothing annoyed me more when I was an editor with the Fawcett organization a quarter of a century ago than the indiscriminate submission of manuscripts totally unfitted for our magazines; authors of those submissions were usually quickly pigeonholed and their submissions seldom read thereafter.

**T**O be genuinely versatile, the writer must be able to assume completely different points of view; he must be able to project himself into not only other lives but totally different kinds of lives. My wife commonly jokes with friends about my "lives"—imitating Sherlock Holmes in London of the 1920's in the morning, suffering various Sac Prairie lives at another part of the day, haunting an old house by night.

Drama directors used to tell actors, "When you step out on that stage, you become the person you're acting." It is no less so with the writer. He becomes not only his leading character, but all his minor ones as well. The extent to which he can play his different rôles convincingly is the measure of his success as a writer. The more rôles he can assume, the more markets he is apt to sell.

Even though magazines today are using far less fiction than they used two decades ago, there is still a very healthy market for fiction. Though there are fewer important little magazines, and thus no longer so much proving ground is afforded the beginning serious writer, there are ready markets in pocket book publishing fields; the paperbacks now offer tempting payments which were wholly lacking to writers two decades ago. Paperback books—Westerns, romances, serious novels, science fiction, detective stories, even profoundly serious and classic works—now command advance royalties which were seldom earned by total sales of even better than average hardbound sellers of the 1930's.

At the same time, as this is written, there is evidence that the return to fiction in magazines is beginning; the long spate of articles dominating the magazines has about [Continued on Page 34]

# The Changing Trends in Magazines

THE year 1957 is a time of more than usual change in the magazine picture. More publications have been discontinued, and more have been established, than in the average year.

Undue attention has been focused in many quarters on the discontinuances. The folding of *Collier's* and *Woman's Home Companion* took out two of the top ten magazines in point of circulation. *Town Journal*, which likewise ceased publication, with a circulation around 2,000,000, was among the second ten.

Then the chain of Western pulps long edited by Robert O. Erisman for Stadium Publications dropped out.

The reasons in each case were clear enough. *Collier's* and *Woman's Home Companion* were fighting a losing battle with competitors for advertising, on which their profits, as in any mass circulation magazine, were dependent. Advertisers felt these publications didn't have enough reader appeal.

*Town Journal*, for many years issued as *Pathfinder*, faced a similar difficulty. Here there wasn't lack of reader appeal, for the magazine was edited effectively by Carroll Streeter, who has made *Farm Journal* an outstanding success.

From the advertising standpoint the trouble was that *Town Journal* did not fall into any well-recognized category. It was published for families in the smaller towns. At one time a number of magazines were published for this population bracket. Most dropped out of the picture years ago. All that were left, aside from *Town Journal*, were *Household* and *Grit*. Advertisers concluded that the field is a declining one, that readers in small communities don't particularly care for a magazine of their own. *Household*, still largely in this field, does not differ importantly in contents from the run of home service magazines.

The discontinuance of the Stadium Westerns had nothing to do with advertising, for the pulps have never carried heavy advertising lineage. It was simply a symptom of the decline of pulp publishing. The number of pulps is now less than a fourth of what it was in their heyday.

The reason, of course, lies in the rise of paperback book publishing, the use of much typical pulp drama on television, and the fact that general and men's magazines publish an increasing amount of fiction appealing to readers who might otherwise turn to pulps.

Writers who know the reasons for recent magazine suspensions will not be too much disturbed and will be able to fit their work to the current editorial trends.

The total number of markets has been little affected by the discontinuances, for new magazines have come in. The publications listed in the Handy Market List in this issue of *Author & Journalist* are a few more than in the list published in January.

There are no additions to the big general magazines of mass appeal, and none are looked for. It costs too much to launch such a publication nowadays—capitalists feel they can do better with less risk in other fields.

The tendency is to specialization, even for

magazines that aim at a circulation of a million or more. The men's magazines continue their upward trend. *Playboy* has more than doubled its circulation in a year and is now close to the million mark.

Men's magazines less heavy with sex are equally successful. The circulation of *True* is over two million, that of *Argosy* nearly a million and a half. These magazines, devoted largely to adventure, have grown steadily over the years rather than suddenly shot up like *Playboy*.

Numerous men's magazines are starting up. Many of them are imitative of currently successful publications and have little chance of lasting.

In a very different field, religion, there are signs of new life, sparked by the *Catholic Digest* and the recently founded Methodist magazine, *Together*. These are edited with all the skill of top secular periodicals.

Magazines of humor, long considered dead ducks by most publishing authorities, now show indications of becoming again profitable enterprises. Two new ones have been started—*Trump*, a sophisticated satirical magazine founded by Hugh Hefner, publisher of *Playboy*, and in marked contrast, *Quip*, a magazine of family humor edited by Maxwell Drake, editor of the long-established *Quote*.

Another field showing renewed vitality is the juvenile magazines. Reynard Publications Corporation, which publishes *Tiger*, has announced a magazine for teenage boys and girls to be called *Keen*. Robert Fischer has started three magazines—*Cool*, *Hepcat's Digest*, and *Hepcat's Review*—appealing to devotees of rock 'n roll and other contemporary interests of youth.

The science fiction publications, in the doldrums for some time after their spurt of a few years ago, are increasing in number and appeal.

On the other hand, the exposé magazines, which have been a newsstand phenomenon for several years, show signs of diminishing appeal to readers. Recent figures show the circulation of *Confidential* down 11% though it still sells over 3,000,000 copies per issue.

In other fields there is rather less change. The home service magazines, with their emphasis on do-it-yourself projects, show gains in reader appeal. So do the "quality" magazines, represented most conspicuously by the *Atlantic*, *Harper's*, and the *Saturday Review*. The confession magazines, no longer confined mainly to sex, are probably more popular than ever before.

Types of material needed by various magazines are noted in the Handy Market List in this issue. In general, the preference continues to be for stories under 4,000 words in fiction—with a growing number of magazines using short-stories. Favorite themes include adventure, humor, and of course young love. There is an increasing interest in the family story. Fiction dealing with children is acceptable, but the competition is keener than with any other subject matter.

Two diverse tendencies are noticeable in the mass circulation magazines. On the one hand, they are publishing more fiction of the type usually found in the more literary magazines. On the other hand, they are using an increasing amount

of adventure—especially Westerns—and science fiction. Obviously these magazines require stories of a quality far above that found in the declining pulps.

In non-fiction there is continued interest in personal experience copy, much of it in the first person but ghosted. The how-to article, usually brief but sometimes lengthy, remains popular.

First-class photographs to illustrate articles are becoming more and more a *must*. In addition, a growing number of magazines of various types are using the photo story—6-12 related pictures with just enough text to carry them.

Never is there much change in the poetry situation. Magazines that have been using verse are continuing to do so. New little magazines are being established from time to time, replacing those which discontinue.

In magazines that pay substantially for verse, the primary demand is for light verse, humorous or otherwise, of impeccable technique.

From this picture of 1957 trends one basic fact emerges: To be successful a magazine must keep in tune with the changing times. The same applies to the writer.

## The Handy Market List

**T**HIS is your semiannual Handy Market List, revised to the hour of going to press. It is, as always, a reliable, comprehensive list of magazines affording a market to freelancers in general.

Don't use older Handy Market Lists. Numerous changes have made them out of date.

General Magazines in the list are divided into two groups, A and B. This is not a division on the basis of quality. The magazines in Group A offer a more extensive market to the average writer. The magazines in Group B tend to be

more specialized in their requirements and to buy less material.

For most magazines in the Handy Market List the frequency and the single copy price are shown; as (M-25), monthly 25 cents a copy.

Rates of pay are indicated per manuscript or per word. *Acc.* means payment on acceptance; *Pub.*, payment on publication.

If a magazine in which you are interested does not appear in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

### General Magazines—A

**America**, 329 W. 108th St., New York. (W-15) Articles on current social, cultural, and political questions, rural problems, with some emphasis on moral principles, 1,700 or 2,700; short modern verse. Rev. Thurston N. Davis, S. J. 1½c. *Acc.*

**American Legion Magazine**, 720 Fifth Ave., New York 19. (M) No fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. *Acc.*

**American Weekly**, 63 Vesey St., New York 7. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses only non-fiction. C. C. Renshaw, Jr., Story Editor. Excellent rates. *Acc.*

**The Atlantic Monthly**, 8 Arlington St., Boston 16, Mass. (M-50) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000; short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks. Prose, varying rates; verse \$1 a line. *Acc.*

**Buick Magazine**, 818 W. Hancock Ave., Detroit 1, Mich. Features about places and activities of interest to travelers; occasional human interest pictorial stories. 400-1,000 words; must be accompanied by good selection of black and white photos. Darwin D. Martin, Jr., Staff Editor. Rates commensurate with work and experience of writer/photographer. Prompt replies.

**The Catholic Digest**, 44 E. 53rd St., New York 22. (M-35) Mostly reprint but always in the market for authoritative original articles 2,000-2,500, preferably but not necessarily with a Catholic angle. Especially interested in sectional material with a Catholic angle. Photo stories. Reprints of good articles; submit tear sheets only. Transparencies for cover use. No fiction, verse or cartoons. Address John McCarthy, Executive Editor. \$200 up for original article, \$150 for picture story or cover photo, \$75 up for reprint. *Acc.* Query.

**The Catholic World**, 411 W. 59th St., New York 19. (M-50) General fiction of high quality to 3,000. Articles on current problems reflecting contemporary Catholic viewpoint in national and international affairs, literature, science, education, etc. Short verse. Rev. John B. Sheerin, C.S.P. About \$7 a page. *Pub.*

**Columbia**, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500. Articles on science, history, religion, sport, business, articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue. \$75-\$200 a story or article. \$10-\$15 a poem. Higher rates for especially desirable material. *Acc.*

**Commentary**, 34 W. 33rd St., New York 1. (M-50) Jewish life and religion, general, literary, political, and sociological. Short stories, 2,500-4,000. Elliot E. Cohen. 3c. *Acc.*

**The Commonweal**, 386 Fourth Ave., New York 16. (W-20) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skillin. 2c. *Acc.*

**Coronet**, 488 Madison Ave., New York 22. (M-25) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Lewis W. Gillenson, Editor. Good rates. *Acc.* Fillers, *Pub.*

**Cosmopolitan Magazine**, 57th St., at Eighth Ave., New York 19. (M-35) Short-stories 2,000-2,500; short stories 5,000; murder mystery or suspense novel-ettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. John J. O'Connell. Top rates. *Acc.* Query.

**Ebony**, 1820 S. Michigan Ave., Chicago 16. (M-30) Provocative picture stories on Negro life, preferably success and achievement. No fiction, essays, or verse. Articles \$75-\$100, story units of at least 10 pictures \$75 up. *Acc.*

**Extension**, 1307 S. Wabash Ave., Chicago 5. (M-40) Short stories, 2,000-6,000; romance, adventure,



detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; picture stories; cartoons. Eileen O'Hayer. Good rates. Acc.

**Field & Stream**, 383 Madison Ave., N. Y. 17. (M-35) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 10c up. Acc.

**Ford Times**, Ford Motor Co., The American Road, Dearborn, Mich. (M) Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. Acc.

**Friends**, 3-135 General Motors Bldg., Detroit 2, Mich. An elaborate all-picture magazine distributed through Chevrolet dealers. First-class photographs—black and white or color transparencies—on subject matter of wide appeal. Most work is assigned. John H. Warner, Editorial Director. On assignments not less than \$200 plus expenses for black and white, \$300 for color. Acc.

**Harper's Magazine**, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer. Good rates. Acc.

**Holiday**, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick. First-class rates. Acc.

**Hue**, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson. Rates according to importance of material; photos \$5-\$10. Acc.

**Jet**, 1820 S. Michigan Ave., Chicago 16. (W-20) News items and short features on Negro life and activities. Photographs. John H. Johnson. Good rates, varying with length and importance of story; pictures \$5-\$10. Acc.

**Journal of Lifetime Living**, 1625 Bay Road, Miami Beach, Fla. (M-35) Articles slanted toward the mature reader—45 and older. Practical advice on how to approach and solve problems which face seniors—retirement, preretirement, marriage, adult children, jobs, etc. Average length 1,000-1,500. Leonard M. Leonard, Editor. Excellent rates. Acc. Query.

**The Kiwanis Magazine**, 520 N. Michigan Ave., Chicago. (M) Articles on national and community problems up to 2,000. Some very short fiction for business and professional men. Especially needs now humor and light pieces. Picture stories—emphasis on natural, unposed photos. Sheldon A. Mix. \$25-\$100, depending on quality and current needs. Acc.

**The Lamp**, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,500; non-fiction of interest to Roman Catholics. Rev. Samuel A. Cummings. 2½c. Acc.

**Liberty**, 73 Richmond Street West, Toronto, Ont., Canada. Not in the market for any fiction for the time being. Articles: 2,000-word confessional type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or brief outline in advance. Frank Rasky. Articles \$100-\$300. Acc.

**Life Magazine**, Time & Life Bldg., Rockefeller Center, New York 20. (W-20). Address Contributions Department. Black and white news pictures; Saturday issue closing deadline. Timely or unusual short features. Offbeat, "stopper," single pictures. Single color shots or short sequences highlighting news subjects. Color may be submitted unprocessed and will be so returned if of no interest. Minimum size of color transparencies 35 mm. Black and white \$200 a page, inside color \$350 a page, color covers \$600. Pub.

**The Lion**, 209 N. Michigan Ave., Chicago 1. (M-15) An international magazine published by the Lions Clubs. Articles appealing to business executives and professional men throughout the world. Photographs. R. Roy Keaton, Editor and Business Manager; Wendell Tazer, Senior Editor. Articles \$100 up. Acc. Photos \$7.50. Pub.

**Look**, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

**Maclean's**, 481 University Ave., Toronto 2, Canada. (Bi-W-15) Articles on science, business, crime, politics, international affairs, health, entertainment, etc. 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor, 50 to 5,000. Quizzes; light verse. A limited fiction market concentrating almost exclusively on the Canadian story that holds "identity" for the Canadian reader. Query on articles. Ralph Allen, Editor; Pierre Berton, Managing Editor. Fiction from \$350; articles from \$300, often higher; verse \$5-\$15 a poem. Acc.

**Mayfair**, 119 Adelaide St., Toronto 1, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, food, travel, art, architecture, men's and women's fashions, humor; Canadian slant required. Some sophisticated fiction and poetry. Robert Fulford, Managing Editor. Length of contributions 1,000-2,000. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

**Mechanix Illustrated**, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. Especially interested in success stories of small businessmen with an unusual consumer item or service. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$400 an article, pictures average of \$10. Acc.

**National Geographic Magazine**, 16th and M Sts., N. W., Washington 6, D. C. (M-60) Official journal National Geographic Society. Articles on travel, geographic and natural science subjects up to 7,500; photographs. Melville Bell Grosvenor, Editor. First-class rates. Acc.

**The National Jewish Monthly**, 1003 K St., N. W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Seeks especially fiction with contemporary American Jewish background, and dealing with real problems of today. Edward E. Grusd. 2c-4c. Acc.

**National Motorist**, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 700 and of 1,400 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 4c-5c, photos \$3-\$5. Acc.

**Natural History Magazine**, 79th St. and Central Park W., New York. (M except July and August-50) Popular articles to 4,000 on natural science, exploration, wildlife; photo series. Edward M. Weyer, Jr. \$200 up for full-length articles, special rates for shorter features, photos \$5 up. Acc.

**The New Yorker**, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

**The New York Times Magazine**, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the arts, and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel. \$250 for full-length article, verse \$2 a line. Acc.

**Outdoor Life**, 353 Fourth Ave., New York 10. (M-35) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. Both black and white and color photos. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experi-



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**Parade**, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement.) Picture and text articles of strong family interest with reader identification. Should have current flavor and be "on the news" if possible. No fiction, personal experience essays, poetry or cartoons. Jess Gorkin. Good rates. Acc.

**Personal Psychology**, Skye Publishing Co., 16 E. 55th St., New York 22. (Q-35) Articles to 2,500 on human problems, interests, and relationships with reader identification. Arthur Bernhard. 3c. Acc.

**Popular Mechanics**, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings; short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photo with caption \$10. Acc.

**Popular Psychology**, Skye Publishing Co., 16 E. 55th St., New York 22. (Bi-M-35) Articles to 2,500 on human problems, interests, and relationships with which the reader can feel some identification; adequate documentation must be woven in. Arthur Bernhard. 3c. Acc.

**Popular Science Monthly**, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home improvements, tool techniques, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Howard Alloway. Acc.

**Railroad Magazine**, 205 E. 42nd St., New York 17. (Bi-M-50) Dramatic railroad articles, 2,000-3,000. U. S. or Canada locale, combining modern lead, a little excitement, colorful writing, technical information. No fiction, poems, reminiscences, cartoons, or fillers. Freeman Hubbard. To 5c. Acc. Query; include qualifications for handling subject.

**The Reader's Digest**, Pleasantville, N. Y. (M-25) The editors are receptive to ideas for fresh and compelling articles of lasting interest. Rates \$1,500 up. Pays \$2,500 for personal-experience articles of not more than 2,500 words. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

**Redbook, The Magazine for Young Adults**, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, serials, 40,000-word novels, feature articles, romance, domestic problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young

adults—the 18-35 age group for which **Redbook** is edited. Fillers, humorous verse. Wade H. Nichols, Editor and Publisher; John B. Danby, Executive Editor; Robert Stein, Managing Editor in charge of Non-Fiction; Lilian Kastendike, Fiction Editor. First-class rates. Acc.

**The Rotarian**, 1600 Ridge Ave., Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1,500-2,000. Karl K. Krueger. First-class rates. Acc.

**St. Anthony Messenger**, 1615 Republic St., Cincinnati 10, Ohio. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O. F. M. 3c up. Acc.

**The Saturday Evening Post**, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 2,500-6,000; novelettes 10,000-12,000; serials 25,000-60,000. Lyric and humorous verse to 16 lines, the shorter the better. Skits. Cartoons. Ben Hibbs. First-class rates. Acc. Query on articles.

**Science and Mechanics**, 450 E. Ohio St., Chicago 11. (Bi-M-25) Works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—wherever the subject matter can be related to the self-interest of the general consumer audience. An occasional **Post** type piece of general consumer interest—with slightly greater emphasis on scientific elements—at special rates; research quality must be tops. How-to-do-it construction projects ranging from home remodeling down to shop kinks. Heavy emphasis on drawings or illustrations which actually show the reader "how," and complete materials lists with sources of supply on built projects. Also special departments on car servicing; radio, TV, and electronics projects; modelcraft; boats; electrical appliances; gardening. Don Dinwiddie, Editor. Good rates. Acc.

**Science Digest**, 200 E. Ontario St., Chicago 11. (M-35) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

**Sport**, 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features; controversial subjects of interest to sport fans. Baseball and boxing the year around. Other sports in season. Articles 2,500-9,000. Ed. Fitzgerald. Payment \$200-\$500 depending on length. Briefs for **SPORTalk** department \$5-\$10. Acc.

**Sports Afield**, 959 Eighth Ave., New York 19. (M-35) Some outdoor fiction, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features, to 2,500; fillers. Ted Kesting. Acc.

**Sports Illustrated**, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Query Andrew Crichton.

**This Week**, 485 Lexington Ave., New York 17. (W-magazine section of 37 newspapers) Romance, mystery, adventure, humorous short stories, 1,200-4,000; short articles falling into four broad categories—"you," "entertainment, problems, scoops"—1,500-2,500; interesting shorts, 500-1,000; fillers, cartoons. William I. Nichols. Good rates. Acc.

**Today's Health**, American Medical Assn., 535 N. Dearborn St., Chicago 10. Sound articles on any subject related to health, including mental health, recreation, and most phases of family life as well as the more obvious subjects such as preventive medicine, diseases, and research. Prefers a positive approach telling readers what they can do to preserve their

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**Together, The Mid-month Magazine for Methodist Families**, 740 Rush St., Chicago 11. (M-35) Articles on wide range of interest to Christian families: problems of home, youth, marriage, church, community and world affairs up to 2,000 words. Prefer strong anecdotal and narrative style. Occasionally uses fiction with strong moral or religious import—to 2,000 words. Fillers: personal incidents or congenial humor. Life-type picture stories and color transparencies. Want pictures of unusual Methodist personalities and Methodist activities with universal appeal. Leland D. Case, Editor. Payment varies depending on quality of material, originality, etc. Acc.

**The Toronto Star Weekly**, 80 King St., W., Toronto, Canada. (W-10) Feature articles on newsworthy developments in every field, 2,000. Novels 35,000-45,000; serials 10,000; short stories 2,000-3,500, love-adventure, romantic, Western, mystery, problem, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

**Tracks Magazine**, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; jokes; cartoons. Ted O'Meara. 3c. Acc.

**Travel**, 50 W. 57th St., New York 19. What to do and see—with cost worked in—anywhere in the world, 1,000-3,000, 2,500 preferred. Also articles on places to retire—other than islands. Photos. Cartoons. Works 3-4 months in advance. Malcolm McTear Davis. \$50-\$100. Acc.

**Westways**, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 300-1,200, photos of out-of-doors, natural science, history, etc., on California, Arizona, Utah, Nevada, New Mexico, and southern Colorado. Verse. Cartoons. Phil Townsend Hanna. 5c, photos, black and white only, \$5. Acc.

**Your Health**, 11 W. 42nd St., New York 36. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Occasional first-person experience stories. Fillers. Donald G. Cooley. Good rates. Acc.

**Your Life, Today's Guide to Desirable Living**, 11 W. 42nd St., New York 36. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, 1,200-2,500; quizzes; brief games; fillers. John J. Green, Managing Editor. First-class rates. Acc.

**Your Personality**, 11 W. 42nd St., New York 36. (Semi-A-35) Helpful articles on all phases of personality, 700-2,500. John J. Green, Managing Editor. Good rates. Acc.

**Your Psychology**, 16 E. 55th St., New York 22. (Q-35) Article requirements same as for **Popular Psychology**, above. Arthur Bernhard. 3c. Acc. Queries welcome.

### General Magazines—B

**Air and Armament**, Reynard Publications Corporation, 624 S. Michigan Ave., Chicago 5. A rather technical magazine using no fiction. Feature reports on military groups, first-person experiences (e.g., a jet pilot bails out), historical material on warfare. Query on highly technical articles. 5c. 30 days after acc.

**Air Force Magazine**, 17th St. and Pennsylvania Ave., N.W., Washington, D. C. (M-35) Fiction closely related to aviation, 1,500-2,000. Articles on military aviation, current and historical, 2,000-3,000. Cartoons. John F. Loosbrock, Managing Editor. 3c-5c, cartoons \$5-\$15. Acc.

**All Florida Magazine**, 116 E. Washington St., Ocala, Fla. Weekly supplement of 21 Florida news-

papers. Tightly written topical slant or personality—with-inspiration articles to 1,000; good selection of 8 x 10 glossy photos. Gene Gruber, Editor. 3c, photos \$2. Pub.

**American Business Magazine**, 4660 Ravenswood Ave., Chicago 40. (M-35) Articles, preferably signed by top executives, on management aspects of business—the management "why" rather than "how to." Case histories of new methods. Especially wants one-page features, with one picture or chart. Photos. J. C. Aspley, Editor and Publisher. One-page features \$25, 1,500-2,000 words \$50 up. Pub. except when held over a month.

**American Forests**, 919 17th St., N. W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length, 1,000-2,500. Outdoor photos. James B. Craig. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

**American Heritage**, 551 Fifth Ave., New York 17. (Bi-M-\$2.95) Articles on prominent persons and events in American history, running to 3,500 or 4,000 words, susceptible of illustration. "These articles should be the result of research and should add genuine new light or understanding to history; we do not want simple retelling of familiar tales, or stories of regional or antiquarian interest." Bruce Catton, Editor. \$250 an article. Acc. Query Mary Longley, Assistant to the Publisher.

**The American Mercury**, 250 W. 57th St., New York 19. (M-35) Timely articles on life in the United States; Americana; nature; new scientific discoveries; biographies; travel; humor. 500-2,500. Political articles usually assigned. No fiction or verse. Natasha Boissevain, Managing Editor. \$35-\$200. Pub. Query with outlines.

**The American-Scandinavian Review**, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

**The American Scholar**, United Chapters of Phi Beta Kappa, 1811 Q Street, N. W., Washington 9, D. C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn. \$5 a printed page, maximum \$75; verse, \$10-\$25. Acc.

**The AOPA Pilot**, 4644 East-West Highway, Bethesda 14, Md. A new magazine in process of preparation for the Aircraft Owners and Pilots Association. Human interest factual articles on civilian flying; first-person and how-to articles especially desired. Also features 100-300 built around a single photograph. Max Karant, Editor; Charles P. Miller, Managing Editor. 5c, photos and sketches \$5-\$10. Acc. Query.

**Army Magazine**, 1529 18th St., N.W., Washington, D. C. Original articles, translations—military subjects. Lt. Gen. Walter L. Weible (ret.), Editor. John B. Spare, Executive Editor. 2½c-5c. Pub.

**Astrology Guide**, 441 Lexington Ave., New York 17. (Bi-M-35) Non-technical and technical articles on all phases of astrology; material in which astrology is shown as a guide to help people. Average length, 1,500. Dal Lee. 1c-1½c. Acc.

**Audubon Magazine**, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, reptiles, amphibians, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos black and white only. John K. Terres, Editor. \$15-\$75, photos \$3 (cover picture \$10). Acc. Query.



**The Ave Maria, Notre Dame, Ind.** (W-15) General fiction for adults—no stories that end in a miracle, 1,500-3,000. General articles commenting on social problems, current events; contemporary and historical biographies; popularly written devotional and doctrinal articles, with Catholic viewpoint; service articles of interest to a family audience; light-touch articles with family slant, 800-3,000. Poetry. John Reedy, C.S.C., Editor. 1½c, poems \$5. Acc.

**Barron's National Business & Financial Weekly**, 50 Broadway, New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg, Editor. \$100-\$150 an article. Pub. Query.

**Canadian Geographical Journal**, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallyn. 1c up. Acc.

**Car Life**, 41 E. 42nd St., New York 17. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates, photos \$5. Acc.

**Challenge, The Magazine of Economic Affairs**, 475 Fifth Ave., New York 17. (M-20) Articles 1,600-2,000 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Babian. Varying rates. Acc. Query.

**The Chicago Jewish Forum**, 179 W. Washington St., Chicago 2. (Q-\$1.25) Jewish and minority problems. Fiction, poetry, and essays on cultural, theological, economic and sociological themes. Benjamin Weintraub. 1c. Acc.

**The Christian Century**, 407 S. Dearborn St., Chicago 5. (W) Religious and social-conscious articles 1,500-2,500. Verse of high quality. Harold E. Fey. 2c. Pub. No payment for verse.

**The Christian Science Monitor**, 1 Norway St., Boston 15, Mass. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; poems, jokes, fillers, photos. Erwin D. Canham. 70c an inch up. Acc.

**Comedy Magazine**, 655 Madison Ave., New York 21. (Bi-M-25) Light, fast-moving stories, short-shorts 250-300. Satire to 1,500. Verse. Cartoons featuring girls, cheesecake, general. Ernest N. Devver. 3c, verse 35c a line, cartoons \$8.50 up. Acc.

**Computers and Automation**, 815 Washington St., Newtonville 60, Mass. (M-\$1.25) Science fiction related to computers 1,000-4,000. Articles related to computers by informed authors 1,000-4,000. Possibly cartoons. Edmund C. Berkeley. \$10-\$20 a story or article. Pub. Query.

**Confidential**, 1697 Broadway, New York 19. (Bi-M-25) Hard-hitting exposés on nationally-known personalities; also important consumer and public service pieces. 2,000 words tops. Also buys story leads and information; sources protected on request. Base rate \$250 an article, no ceiling. Query with outline.

**Cool**, 166 W. 72nd St., New York 23. (Bi-M) Same requirements as **Hep Cat's Review**, below.

**Cue**, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. John Keating. \$50-\$100. Acc. Query by mail.

**The Desert Magazine**, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert living, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$3. Acc.

**Dodge News Magazine**, Prince & Co., 5435 W. Fort St., Detroit, Mich. Travel, personality, science

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**Down East Magazine**, Camden, Maine. (9 times a yr.-35) Essays to 2,500; articles marine, historical, character to 2,500; anecdotes. Very few short stories. Cartoons. Photographs. No verse. All material must be directly related to Maine. Duane Doolittle. \$30-\$50 for pieces 2,000-2,500; anecdotes, etc., \$5 up. Acc.

**Empire Magazine**, Denver Post, 650 15th St., Denver 1, Colo. (W-15, with Sunday Denver Post) General interest features 250-1,000 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material must have strong Western peg. Jack Quinn. 1½c up; photos \$5. Acc.

**Family Weekly Magazine**, 179 N. Michigan Ave., Chicago 1, Ill. (W-supplement to newspapers in over 100 cities) Articles only—no other material. Human interest appeal to entire family, 1,400-2,000 words. Ben Kartman, Editorial Director. Strong lead articles, \$125-\$200, other articles \$50 up. Acc. Always query.

**Flying**, 366 Madison Ave., New York 17. (M-35) Edited for pilots, private and corporate aircraft owners, service operators, and others connected with or interested in aviation. Articles 1,500-2,000 on civil and military flying experiences, techniques in flying, air power development, travel, new planes and equipment, sports flying, business flying, flying lore. Black and white and color photos. Gill Robb Wilson. \$50-\$150, black and white photos \$5 up, transparencies \$75 up. Acc.

**Focus**, 655 Madison Ave., New York 21. (M-10) Special need: true local human interest stories with a humorous twist. Fillers. Photos. Cartoons rarely. James A. Bryans. Acc. Query.

**Fortes Magazine (of Business and Finance)**, 70 Fifth Ave., New York 11. (Semi-M-50) Readership predominantly among investors; interested in narrative-form articles about major U. S. corporations with stock in public hands, accounting for their changing fortunes. Also instructive feature articles directed at investors. Informal, casual photos. Byron D. Mack. Articles \$50-\$250. Pub. Query.

**Fortnight: Magazine of the Pacific Coast**, 784 N. La Cienega Blvd., Los Angeles 46, Calif. (M-25) Articles of specific interest to West Coast readers. R. R. Mathison. About 2c. Pub.

**The Freeman**, Foundation for Economic Education, Irvington-on-Hudson, N. Y. (M-50) Articles explaining and promoting such libertarian ideals as private ownership, willing exchange, open competition, and limited government. Paul L. Poirot, Managing Editor. 5c. Pub.

**Frontiers**, 19th St. and Parkway, Philadelphia 3, Pa. (5-times yr.-50) Natural history articles, 1,800-2,000. Must be scientifically accurate but in adult layman's language. Photos in story sequences or with articles. McCready Huston. Prices by arrangement. Pub. Query.

**Good Business**, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business themes. Photos of industrial subjects with business slant. 2c up, poetry 35c a line, photos \$6. Acc.

**Gourmet**, Penthouse, Hotel Plaza, New York 19. (M-50) Sophisticated, entertaining, authentic, informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Acc.

**Greater Philadelphia Magazine**, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area, with emphasis on business community; personality sketches of local persons; photo series. Arthur Lipson, Editor and Publisher; Alan Halpern, Executive Editor. To \$25 an article. Pub.

**Grit**, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; personalities and articles of general

interest, 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

**Guideposts**, 345 E. 46th St., New York 17. (M) Articles, preferably first person, 750-1,500, showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Short features. Leonard E. Le Sourd, Executive Editor. \$15-\$100. Acc. Query.

**Guns Magazine**, 8150 Central Park Ave., Skokie, Ill. (M-50) Articles 1,500-3,000 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game. Especially wants controversial topics creating arguments and reader interest; shooting tips and techniques. Photographs. Cartoons. E. B. Mann, Managing Editor; William B. Edwards, Technical Editor. 5c, cartoons \$10, photos \$5. Acc. Query.

**Hep**, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality features including scandal, exposé, entertainment, with two or more pictures closely keyed to the subject. All material must deal with the Negro race in some exciting way. Adelle Jackson, Editor. Open rates. Acc. Query.

**Hep Cat's Digest**, 166 West 72nd Street, New York 23. (Bi-M) Articles for digest-type of magazine, 500 to 1,000, on teen-agers, particularly Rock & Roll features. Fillers, poems, cartoons. Robert E. Fischer, Publisher. 1c-3c, photos \$3-\$5. Pub.

**Hep Cat's Review**, 166 West 72nd St., New York 23. (Bi-M) Articles 500 to 1,000 on teen-age, particularly Rock & Roll features; celebrities; news of teen-age doings in various sections of country. Fillers to 50 words. Poems. Cartoons. Robert E. Fischer, Publisher. 1c-3c, photos \$3-\$5. Pub.

**Hometown—The Rexall Magazine**, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-3,300 with family appeal, humor, light romance; no crime or controversial subjects. Occasional articles 1,000-2,000 of interest to homemakers, family, on how-to-do home projects, child care, etc. Oversupplied with fillers, quizzes, cartoons. H. R. Stewart, Editor. Fiction to \$100, articles to \$50, pictures \$5. Acc.

**Ideals**, 3510 W. St. Paul Ave., Milwaukee 1, Wis. (Q-\$1.50) Poems, short stories, articles, Kodachromes, art work—inspirational, patriotic, religious, family, childhood, nostalgic subjects. The magazine is devoted to "clean, wholesome, old-fashioned American ideals." Van B. Hooper, Editor. \$10 an article or poem, photos \$5 up, transparencies \$25 up. Pub. Query before submitting material.

**Jest Magazine**, 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as for **Comedy Magazine**. Ernest N. Devver.

**Joker**, 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as for **Comedy Magazine**, also short jokes, epigrams, parodies. Ernest N. Devver.

**Jubilee**, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by

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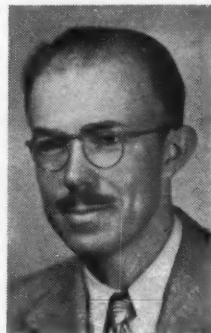
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laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. No queries. Edward Rice, Robert Lax, Robert Reynolds, Senior Editors.

**Keen**, Reynard Publications Corporation, 624 S. Michigan Ave., Chicago 6. A new magazine for teenagers. Any material, within good taste, of interest to boys and girls. Fiction: adventure, teenage love, etc. Articles on appearance, cars, etc. Jokes. Cartoons. 5c. 30 days after acc.

**Labor's Daily**, Box 338, Bettendorf, Iowa. (D) Sponsored by International Typographical Union. Articles and interviews on all phases of labor—political action, community service, unusual jobs; exposés of political and economic matters of interest to unions. Humor, satire, short fiction dealing with unionism, civil rights, current social problems. Short verse of professional quality on labor subjects. Cartoons—workers' eye view of shop or office situations, political satire with liberal slant. Spot photos of strikes, violence, or unionists participating in community service. Also seeks responsible stringers in key cities, New Orleans, Minneapolis, Boston, Chicago, Houston, Dallas, Louisville. Ralph S. White, Editor. 35c-50c a column inch, photos \$1-\$5. 10th of month following pub. Query on major projects.

**Laugh Book Magazine**, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 500 words. Themes deal with domestic situations and events common to and familiar to most readers. Charley Jones, Editor. Cartoons to \$25, jokes 50c, verse 25c a line, longer material 2c a word. Acc.

**Leatherneck**, P. O. Box 1918, Washington 13, D. C. (M-30) Fiction, humor, articles, to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. To \$200. Acc.

**The Marine Corps Gazette**, Box 1844, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Lt. Col. John A. Crown, USMC. 3c-6c. Acc.

**Mary Immaculate Magazine**, Box 96, San Antonio, Tex. (M) Articles on the historical impact of Roman Catholic life and thought on America; also on the missions of the Oblate Fathers. Mission photo features. Length 1,000-2,000. Some fiction. Rev. P. M. Rogers, O. M. I. About 2c. Acc.

**Mexico This Month**, Calle Atenas 42-601, Mexico 6, D. F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Good picture stories. Anita Brenner. About \$24 an article.

**The Miraculous Medal Magazine**, 475 E. Cheltenham Ave., Philadelphia 44, Pa. (Q) Any good story to 2,500 that agrees with Catholic teaching. "We don't buy sermons—the story is the thing." Verse on religious themes, especially the Virgin Mary, to 20 lines, but preferably shorter. Rev. Joseph A. Skelly, C. M., Editor. 1½c up, verse 50c a line up. Acc.

**Montana: The Magazine of Western History**, Roberts at Sixth Ave., Helena, Mont. (Q-75) Authentic but readable historical articles about the West—Arizona, Nevada, Utah, Wyoming, Nebraska, Texas, California, Colorado, North and South Dakota. Michael Kennedy, Managing Editor. Pub. Query.

**The Montrealer**, 770 St. Antoine St., Montreal, Canada. (M-25) Good quality serious and light fiction, 1,200-2,500. Cartoons. Canadian contributors only. David L. Hackett. Varying rates. Pub.

**Motor News**, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. William J. Trepagnier. \$50-\$100. Acc.

**Movie Mirror**, 441 Lexington Ave., New York 17. (Bi-M-25) Warm emotional stories about the top movie stars. Interviews on specific phases of a movie star's life also acceptable. Feature stories must be new and exclusive. All stories must lend themselves to photographs. Also uses third person articles about the movie stars on unusual ideas. Exclusive picture sets. Length 2,000-2,500 words. Richard Hillier. \$100 up. Acc. Query.

**Movie Show**, 441 Lexington Ave., New York 17. (Bi-M-25) Same requirements as **Movie Mirror**, above.

**The Nation**, 333 Sixth Ave., New York 14. (W-20) Articles on current events of social and political significance; emphasis on good reportage. Liberal viewpoint. No verse. Carey McWilliams, Editor. 2c. Pub.

**The National Humane Review**, 896 Pennsylvania St., Denver 3, Colo. (M-15) Articles 600-2,000 on cruel and inhumane or unusually kind treatment of children or animals; exposés; reforms. 1½c-2c, photos extra. Pub.

**National Review**, 211 E. 37th St., New York 16. (W-20) Articles 1,000-3,000 on politics, foreign affairs, the arts. Political cartoons. Conservative viewpoint. William F. Buckley, Jr. Pub. Query.

**Nature Magazine**, 1214 16th St., Washington, D. C. (10 issues a year-60) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. (Currently overstocked with fillers and verse.) R. W. Westwood. 1c-3c. Acc. Query.

**The New Christian Advocate**, 740 N. Rush St., Chicago 11. (M-35) Now edited for ministers only. Articles 1,200-1,500 on preaching, the ministry of music, pastoral care, church administration, counselling on personal problems, missions, the paragon family. No fiction. Photographs may be submitted with manuscript as illustrations. Sonnet length verse, or shorter. T. Otto Nall, Editor. Varying rates. Acc.

**New Mexico Magazine**, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$15 an article, 4x5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, New Mexico scene only, no payment.

**New Republic**, 1244 19th St., N. W., Washington 6, D. C. (W-20) Articles to 3,000 on political, cultural, and social subjects. Gilbert A. Harrison. Payment by arrangement. Query.

**Oldsmobile Rocket Circle Magazine**, 41 E. Oak St., Chicago 11. (M-free) Non-commercial material similar to that in mass consumer magazines. Photos. High-class, sophisticated treatment of spectator sports, participation sports, entertaining, entertainment world, off-beat non-fiction adventure, stories behind the news. Miss Barbara DeVee, Manuscript Editor. Payment by negotiation. Query.

**Opinion**, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

**The Optimist Magazine**, 1721 Railway Exchange Bldg., St. Louis, Mo. (M-25) Articles of interest to businessmen—industry, science, government, economics, travel, human interest. Ralph J. Gentles. 3c. Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston 15, Mass. (M-15) S. P. C. A. organ. Animal articles and stories, not fiction to 600; photos. W. A. Swallow. ½c, photos \$1 up. Acc.

**Our Navy**, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Rob E. Hurst. Payment at varying rates. Acc. if authors query first; otherwise Pub.

**Our Sunday Visitor**, Huntington, Ind. (W-5) Articles of Catholic interest 850-1,000. F. A. Fink, Managing Editor. 2c up. Acc.

**Pen (Public Employees News)**, Box 2451, Denver 1, Colo. (M) Articles 1,000-2,500, illustrated with photos if possible. Fiction 1,000. Original anecdotes 100-200. Cartoons. A. H. Maage, Editor. Varying rates, anecdotes 3c a published word, cartoons \$5-\$10. Acc. No queries, but copy of magazine will be sent on request.

**People and Places**, 1800 W. Fullerton Ave., Chicago 14. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson. 2 wks after Acc.

**People Today**, 535 Fifth Ave., New York 17. (M-15) Staff-written. Buys occasional picture stories of professional quality and current interest, also leads, tips, or hot and exclusive news-feature stories on personalities or social phenomena. Hy Steirman, Editor. Good rates. Acc.

**Photoplay**, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited free-lance market. Evelyn Pain. Open rate. Acc. Query essential.

**Popular Electronics**, 366 Madison Ave., New York 17. (M-35) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-3,500 words. Fillers. Cartoons. Photographs. No fiction except by experienced writers in the electronic field. Oliver P. Ferrell, Managing Editor. Varying rates for text, cartoons \$7.50, photos \$7.50. Acc.

**Quip**, Droke House, Indianapolis 6, Ind. (M-25) A new family magazine of humor. Light humorous essays and character sketches 400-750. Original anecdotes and epigrams. A limited amount of light verse. Cartoons of high technical excellence. Nothing that violates the canons of good taste. Material submitted will be considered simultaneously for **Quote**. Maxwell Droke, Editorial Director. Good rates. Acc.

**Quote**, Droke House, Indianapolis 6, Ind. (W-15) Original anecdotes to 150 words for the use of public speakers. Original epigrams. Material submitted will be considered simultaneously for **Quip**. Maxwell Droke, Editorial Director. Varying rates according to quality. Acc.

**The Reign of the Sacred Heart**, Hales Corners, Wis. 1,500 words up. Adventure, mystery, love, home, adjustment to surroundings, racial problems—anything of interest to the general reader, provided it is clean and wholesome. "Fiction that contains a good lesson, either implied or expressed, and stories portraying self-sacrifice and unswerving loyalty and dedication to a cause are most welcome." Prefers surprise endings. Rev. George Pinger, S. C. J., Editor. 1½c. Acc.

**Rosicrucian Digest**, Rosicrucian Park, San Jose, Calif. (M) Research articles, with bibliographies attached, on historical or present matters "traceable through recognized natural laws or cyclic manifestations." Articles on contemporary activities successful in meeting the needs of superior children. Frances Vejtasa, Editor. 2c (or by arrangement). Acc.

**The Saturday Review**, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Articles \$75-\$150, verse 50c a line, pictures \$7.50. Pub. Query.

**Scenic South**, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8 x 10 for inside pages; trans-

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**Seattle Times Sunday Magazine Section**, Box 1892, Seattle 11, Wash. (W-15) Features on Pacific Northwest subjects only, 1,000-1,200. Picture layouts on regional topics for roto section. No fiction or verse. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

**Sepia**, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality picture stories including scandal, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson. \$50-\$200 for complete story with pictures. Acc. Query.

**Ski Magazine**, Hanover, N. H. (Six issues October through March-35) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor; fillers about skiing. Cartoons. Fred Springer-Miller. 1c-5c, photos \$1-\$10. Acc.

**Skipper**, 181 King George St., Annapolis, Md. (M-35) Outstanding sea fiction 3,000-5,000. Articles with human interest approach to boats, ships, and the sea. Photographs and photo essays. H. K. Rigg, Editor. 3c up, photos \$5 up. Pub. except by special arrangement.

**Smart Money**, 320 Central Park West, New York 19. (Bi-M-35) How-to articles on making money; personality sketches of exceptional money-makers. George Orick and Don Myrus. \$75-\$200. Acc.

**Southern Fisherman**, 624 Gravier St., New Orleans 9, La. (M-35) True adventures experienced by commercial fishermen at sea, about 1,000 words. Carroll Trosclair, Managing Editor. \$10-\$15 a published page. Pub.

**Southwest Review**, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell. Prose ½c, \$5 a poem. Pub.

**Stare**, 655 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, pinups. Steve André. Photos \$6—contact prints considered. Acc.

**Sun**, Box 142, Oakland, N. J. (M) International nudist magazine. Stories and articles, especially editorials, about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Margaret A. B. Pulis. 1c, photos \$3, transparencies \$5-\$10. Pub.

**Sunshine & Health**, Box 142, Oakland, N. J. (M) American nudist magazine. Requirements as for *Sun*, above. Margaret A. B. Pulis.

**Sunshine Magazine**, The House of Sunshine, Litchfield, Ill. (M-15) Human interest topics which tend to develop character or overcome weaknesses and difficulties or which demonstrate helpful conduct

toward people or causes. Stories should be forceful with surprising climax. No love triangle or death-bed stories. Maximum 1,500 words; 1,200 preferred. No poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

**Theatre Arts**, 130 W. 56th St., New York 19. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. John D. MacArthur, Editor and Publisher. 2c. Pub.

**Tic**, P. O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2,400. Cartoons; photographs and other illustrations, individual or series. To \$75 an article. Acc.

**Town & Country**, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addressed to a general, mature audience. Small freelance market. Varying rates. Acc.

**Trail-R-News Magazine**, 546 W. Colorado, Box 1551, Glendale, Calif. (M-10) Articles built around trailer coach life, 1,200-2,500. Each must be accompanied by two glossy photos. Each must be accompanied by two glossy photos. Stock photos acceptable. Articles must deal specifically with a trip or locality. No generalities wanted. Interested in a limited amount of Eastern and Midwestern material. Technical matter by arrangement. \$12.50-\$25 an article. Pub.

**True Astrology Magazine**, 441 Lexington Ave., New York 17. (Bi-M-35) Articles on popular problems as related to astrology; average length 1,500-2,000. Reports in 1 week. Dal Lee. 1c-1½c. Acc.

**True West**, P. O. Box 5008, Austin 31, Tex. (Bi-M-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, the "little men" that made the Old West. Wants the fast movement of fiction combined with the factual accuracy of historical journals. Articles 1,500-5,000. Fred Gipson, Editor. 1c. Pub.

**Trump Magazine**, 598 Madison Ave., New York 22. (M-50) Satirical articles 1,000-3,000. Verse. Fillers. Cartoons. Art work in black and white or color. Photographs. All material must be satirical. Harvey Kurtzman, Editor; Harry Chester, Managing Editor. Good rates. Acc.

**TV and Movie Screen**, 441 Lexington Ave., New York 17. (Bi-M-25) Warm and personal stories about the top stars of television and motion pictures, with emphasis on those stars who are the favorites of teen-agers. Also uses exclusive picture stories. Stories must have a new slant and be interview pieces. By-line stories by the stars with signed releases. Maximum length, 2,200. Richard Heller. \$100 up. Acc. Query.

**TV Picture Life**, 441 Lexington Ave., New York 17. (Bi-M-25) Warm and personal interview stories about the most popular stars on TV. Feature stories must be new and exclusive and lend themselves to pictures. Also straight, third person articles about the stars if the idea is an exciting one. Exclusive picture sets. Maximum length, 2,500. Richard Heller. \$100 up. Acc. Query.

**TV Stage**, 441 Lexington Ave., New York 17. (Bi-M-25) Warm and personal interview stories about the top stars on TV and occasional behind-the-scenes stories about TV shows. Also exclusive picture sets. Stories should be full of quotes. Byline stories with signed releases by the stars. Maximum length, 2,200. Richard Heller. \$100 up. Acc. Query.

**Vermont Life**, State House, Montpelier, Vt. Illustrated factual Vermont articles. Photos, black and white and color. Walter Hard, Jr. 2c. Pub.

**Victorian Magazine**, 781 Ridge Road, Lackawanna 18, N. Y. (M-30) "For 'people of action' (after magazine is read and put aside)." Fiction 500-2,000. Articles. Top-grade fillers 50-150, no 1-liners or inspirational sayings. Cartoons. Sample copy of magazine available to prospective contributors. Robert K. Doran, 1c-5c. Acc.

**Virginia Quarterly Review**, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific,

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political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler. Good rates. Pub.

**What's Cookin' in New York**, 126 Clinton St., New York 2. (Bi-W-15) Informal, light, semisophisticated fiction and articles to 800. Humor. Verse. Food and entertainment material preferred. Helen Dunn, Editor-Publisher. Payment in subscriptions.

**Whisper**, 213 W. 53rd St., New York 23. (Bi-M-25) Exposés, rackets, "stories behind the headlines," to 1,500. Earl Welch. Good rates. Acc.

**Yale Review**, 28 Hillhouse Ave., New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. J. E. Palmer, Editor; Paul Pickrel, Managing Editor. Good rates. Pub.

**Yankee**, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Poetry, any subject but preferably not over 30 lines, preferably shorter. Address poetry to Jean Burden, 403 Ventura St., Altadena, Calif. 2c-10c, poems \$5. Pub. or Acc.

**Your Personal Astrology Magazine**, 441 Lexington Ave., New York 17. (Q-25) Astrological articles helpful to the individual reader. Reports in 1 week. Dal Lee. 1c-1½c. Acc.

### Men's Magazines

**Adventure Magazine**, 205 E. 42nd St., New York 17. (M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton. Fiction \$250 up, non-fiction \$150 up. Acc.

**Argosy: The Man's Magazine**, 205 E. 42nd St., New York 17. (M-25) "The best available stories for men. Action is important; drama is essential." Short stories to 5,000; novelettes 10,000-15,000. Articles 1,500-5,000—first-person adventure, sports, science, medicine, living. Features. Cartoons. Henry Steeger, Editor; Alden H. Norton, Executive Editor. High rates. Acc.

**Bachelor**, 655 Madison Ave., New York 22. (Q-35) Personality sketches and other articles of male interest to 3,000. Fiction, especially short-shorts with twist or shock endings. Bruce J. Friedman. Fairly good rates. Acc.

**Caper**, Suite 205, 8511 Sunset Blvd., Los Angeles 46, Calif. (M-50) Sexy, strong, male fiction; some satire if easily intelligible; occasional crime and adventure fiction. Fiction length 1,200-2,500. Sexy, humorous, mildly sophisticated articles presenting the male point of view; occasional fact pieces on crime, sports, guns, sex, etc. Article length 2,000-2,500. Jokes. Cartoons. Photos of girls. Appeal of magazine is to men 18-45. \$75-\$100. 30 days after acc.

**Cavalier**, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, self-help—anything that has both excitement and interest for men. Narrative shorts 500-1,000. No fiction. James B. O'Connell, Editor. For promotable lead article \$750, middle-of-the-book articles \$300-\$400, shorts \$50-\$75. Query

**Challenge**, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,200-4,000—adventures, historicals, Westerns, exposés, medical stories. No freelance fiction. Cheesecake and action photo sets. Phil Hirsch. Articles \$150 up, photos \$10-\$25, photo sets \$50 a page. Acc. Query.

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**Champ**, Hillman Periodicals, 535 Fifth Ave., New York 17. (Bi-M-25) True adventure, preferably in first person, 3,000 up. Hy Steirman. Good rates. Acc.

**The Dude**, West Park Publishing Co., 19 W. 44th St., New York 36. (Bi-M) Ultrasophisticated but literary short stories. Off-beat articles of male interest, 1,000-5,000, mainly under 3,000. James H. Holmes. To \$200. Acc.

**The Elks Magazine**, 386 Fourth Ave., New York 16. (M) National publication of the B. P. O. E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey. High rates. Acc. Query.

**Epic**, 545 Fifth Ave., New York 17. (Bi-M-35) Adventure and outdoor articles to 6,000; picture stories. Leonard Cole. Good rates. 30 days after acc.

**Escapade**, 8511 Sunset Blvd., Los Angeles 46, Calif. (M-50) Strong, earthy fiction in the Saroyan, O'Hara, Hemingway vein, 1,250-3,000. Satires, humorous take-offs on the American way of life; sports, music, personalities, male fashions from a sophisticated viewpoint. David Zentner. Top rates. 30 days after acc. Query on special articles.

**Esquire**, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories, 2,000; cartoons; controversial article ideas. Frederic A. Birmingham. Pays according to quality and length. Acc.

**Forest and Outdoors Magazine**, 4795 St. Catherine St., W. Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Photo features of 6-12 pictures pertaining to hunting, fishing, and other outdoor sports. Filler photo stories of 1 or 2 pictures on how-to subjects. Unusual outdoor news photos. No text stories. Some second rights purchased. R. J. Cooke. Photos \$2-\$4. Pub. Acc. if author requires. Query on material involving much photographic work.

**For Men Only**, 655 Madison Ave., New York 22. (M-25) Short stories 3,000-3,500. Articles—first-person and third-person true, rugged, dramatic adventures. Cartoons. Photographs. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

**The Gent**, West Park Publishing Co., 19 W. 44th St., New York 36. (Bi-M) Same requirements as **The Dude**, above.

**The Grizzly**, 5636 Melrose Ave., Los Angeles 38, Calif. (Bi-M-35) Military, action, adventure stories with romantic slant, 1,500-2,000. Fillers. Cartoons. Worth Larkin. \$25 up. Pub.

**Hunting Adventures**, 655 Madison Ave., New York

21. (Q-35) Short stories 2,500-3,500. First-person or "as-told-to" articles of true, rugged, dramatic adventures, with photos—hunting background. Cartoons. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

**Male**, 655 Madison Ave., New York 22. (M-25) First-person and third-person adventure stories of all types; fiction about 3,000-5,000; photo illustrations. Noah Sarlat. To \$500. Acc.

**Man's Cavalcade**, Skye Publishing Co., 16 E. 55th St., New York 22. (Q-25) Articles and first-person adventure and sports stories, 2,000-5,000. Exposé articles. Bill Guy. Editor. Acc.

**Man's Conquest**, 441 Lexington Ave., New York 17. (Bi-M-25) Exciting personal adventure involving "man-against" man, beast, nature, etc. Articles on themes of specific interest to men, 1,800-2,500. Photographic illustrations if possible. No fiction. Jack Hoffman. \$100 up. Acc.

**Man's Exploits**, Room 307, 303 Lexington Ave., New York 16. (Bi-M-25) Same requirements as **Rage for Men**, below.

**Man's Illustrated**, 441 Lexington Ave., New York 17. (Bi-M-25) Male-slanted adventure articles with basis in newsbreak situations; also non-fictional treatment of themes of specific interest to men—1,800-2,000. Photos. No fiction. Jack Hoffman. \$100 up, open rate for photos. Acc.

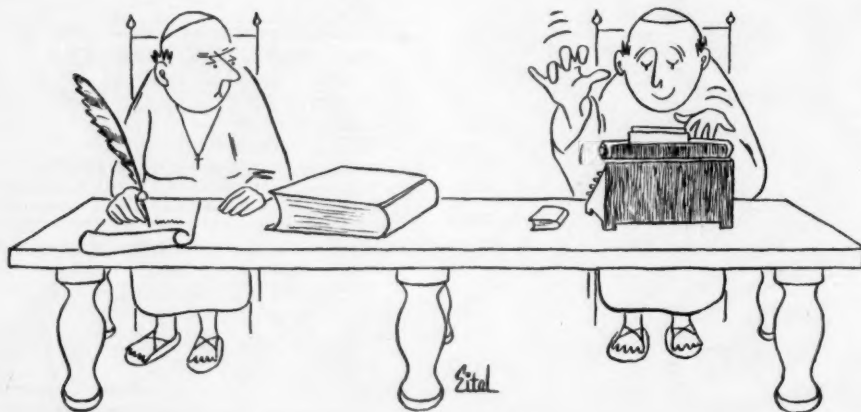
**Man's Life**, 1790 Broadway, New York 19. (Bi-M-25) Stories to 4,000; should not be too lurid. Articles to 3,500—crime, adventure, sports. Sociological articles of interest to men, such as "The American Man Is No Longer a Male." Harold Straubing. Fiction and articles \$150 up, additional for pictures. Acc.

**Man's Magazine**, 444 Madison Ave., New York 22. (M-25) Articles 2,500-5,000: adventures, historicals, Westerns, exposés, medical stories. No free-lance fiction. Cheesecake and action photo sets. Phil Hirsch. Articles \$150 up. Illustrative photos \$10-\$25, photo sets \$50 a page. Acc. Query.

**Man's World**, 655 Madison Ave., New York 21. (Bi-M-25) Short stories 2,500-3,000. First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible. Rugged photo stories. Third-person historicals, Westerns, profiles of fantastic characters. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

**Man to Man**, 21 W. 26th St., New York 10. (Bi-M-25) Fiction and non-fiction to 2,000. Articles include current personalities in the news, true adventure, and experience that is contemporary and American. Everett Meyers. \$50-\$75. Pub.

**Men**, 655 Madison Ave., New York 21. (M-25) Authentic true adventures, past and present, 2,500-4,000. Consumer articles 2,000-3,000 dealing with jobs, money, leisure, man-woman relationships, etc.



No fiction except an occasional book condensation. Cartoons with male slant. Photos. Full-length articles \$200 up, short articles \$50-\$150, cartoons \$15, photos \$10 up. Acc. (except photos). Query.

**Men in Combat**, 441 Lexington Ave., New York 17. (Bi-M-25) Accounts of true personal adventure involving any man-to-man combat situation, any war, any combatant, 2,000-3,000. No fiction. Query as to cartoons. Jack Hoffman. \$100 up. Acc.

**Modern Man**, 8150 N. Central Park Ave., Skokie, Ill. (M-20) Picture and text material 1,500-3,000 on subjects of strong masculine interest, including automobiles, guns, railroading, aviation, boats, unusual adventure. Sophisticated cheesecake. Good photos essential with all articles. Cartoons. \$75-\$100. Acc. Query.

**Men's Digest**, 3755 W. Armitage Ave., Chicago 47. (M-50) Fiction 500-2,500 with strong male slant. Non-fiction for men—photos usually required. Unusual photo essays. Cartoons, gags. Paul G. Neimark, Editor-in-Chief. 5c up, photos to \$25.

**Mr. Magazine**, 21 W. 26th St., New York 10. (Bi-M-25) Fiction and non-fiction to 2,000, sophisticated in approach; must be contemporary and may be humorous. Authentic, behind-the-scenes glimpses of entertainers; unusual and interesting places here and abroad; recipes for understanding and getting along with women. Everett Meyers. To \$75. Pub.

**The National Guardsman**, 100 Indiana Ave., N. W., Washington 1, D. C. (M-25) Military (Army and Air Force, not Navy, Coast Guard, Marines) articles 500-3,000. Military cartoons. Allan G. Crist. 5c up, cartoons \$7.50. Pub. Fully stocked till December.

**Nugget**, 545 Fifth Ave., New York 17. (M-50) Stories 1,000-4,000, off-beat with strong writing and plots to appeal to an adult male audience; earthy and humorous stories. Light but solidly factual essays 1,000-3,000 on women, travel, sports, entertainment, celebrities, or any other subject of masculine interest. Fillers. Cartoons. Photographs. George Wiswell, Editor. Stories and essays \$100 up, cartoons \$25 up, photos \$25 up. Acc. Query.

**Playboy**, 220 E. Ohio St., Chicago 11. (M-50) Short stories 5,000; short-stories 800-1,500; novellettes 10,000-15,000. Essays and articles 2,500-5,000. Cartoons, photos. Material must be of special interest to sophisticated young male readers. High quality, including charm of style, essential. Ray Russell, Executive Editor, receives fiction; Jack J. Kessie reads non-fiction. \$2,000 up for principal fiction story in issue; \$1,000 minimum for other fiction, with short-stories only exception, article rates excellent. Acc.

**Rate for Men**, Room 307, 303 Lexington Ave., New York 16. (Bi-M-25) True adventure of masculine tone 1,000-2,000. Articles 1,000-2,000 on true crime, sex, sports, war, adventure sea. Photos. Material is wanted that lends itself to eye-catching pictures. Richard E. Arnold. Stories and articles \$50 up, photos \$5 up. Acc. Do not query.

**Real**, 10 E. 40th St., New York 16. (M-25) Heavy emphasis on authentic, dramatic non-fiction. Book condensations 15,000. Articles 2,000-5,000 on men in action—first-person experiences, adventure; exposés, historical, off-beat profiles, science and medical pieces, sports, crime. Also picture stories of considerable impact. Competitive rates on all articles with \$150 minimum. Acc. Query.

**Rod and Gun**, 545 Fifth Ave., New York 17. (Bi-M-35) Articles on fishing, hunting, boating, wildlife conservation, etc. Leonard Cole. Good rates. 30 days after acc.

**Rod and Gun in Canada**, Gardenvale, Que., Canada. (M-20) Personalized, action-filled hunting and fishing articles to 1,800. "Issue" material involving controversy between areas, between various groups, controversy between provinces and federal government, between areas, between various groups. How-to material on outdoor topics. Some cartoons. News

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photos. Reg. R. Fife. Varying rates, cartoons \$5, photos \$2-\$5. Acc. Query.

**Rogue**, P. O. Box 230, Evanston, Ill. (M-35) Fiction and articles 2,000-5,000—adventure; sophisticated pieces; personality articles. Extensive market for cartoons—line or wash. Photos to illustrate articles, also boudoir type cheesecake. William L. Hamling, Editor. 5c up, cartoons \$10-\$25, photos \$10-\$25. Acc.

**Saga**, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed Fitzgerald. Feature rates \$150-\$500, fillers \$5-\$50. Acc.

**See**, 10 E. 40th St., New York 16. (Bi-M-25) 3,000-5,000-word true adventure; off-beat profiles; stories of war, sports, crime, history (controversial); medicine. No fiction. Query.

**Sirl**, 21 W. 26th St., New York 10. (M-25) Short stories 1,500-1,800. Short-shorts. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez. \$50-\$75 an article, pictures \$5-\$7.50. Acc. Query.

**Sport Life**, 655 Madison Ave., New York 22. (Q-35) Short stories 2,000-4,000. First-person, true, rugged, dramatic, hunting articles; also photo stories of same type. Cartoons. Animal photos. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

**Sportsman Magazine**, 655 Madison Ave., New York 22. (Q-35) Noah Sarlat. Same requirements as **Sport Life**, above.

**Stag**, 655 Madison Ave., New York 22. (M-25) Chiefly first-person and third-person true adventure pieces of all types, 2,000-3,000. Picture stories. Fiction. Noah Sarlat. Up to \$500. Acc.

**Swank Magazine**, 655 Madison Ave., New York 22. (Q-35) Short stories to 2,500; short-shorts 1,000; novelettes only by big names. Articles: true adventure, fact-fiction, humorous-satirical. Cartoons in black and white and color only by professional cartoonists. Photos. Verse perhaps, if exceptionally funny. Bruce J. Friedman. Rates fairly good. Acc.

**Tiger Magazine**, 624 S. Michigan Ave., Chicago 5. (Bi-M-50) Romantic, adventure, or sophisticated fiction to 3,500. Articles of interest to men. Humor, satire. First-class cartoons and photos of male interest. No verse or fillers. George Fox, Jr., Editor. 5c up depending on merit, cartoons and photos on basis of interest. 30 days after acc.

**True, The Man's Magazine**, 67 W. 44th St., New York 36. (M-25) Factual stories of interest to men, 2,000 up—average 5,000-6,000. Always needs true, first-person adventure. Two-column fillers, 500-1,000. One novelette length (20,000) each issue. No fiction. Douglas S. Kennedy. Highest rates. Acc.

**True Men Stories**, 1790 Broadway, New York 19. (Bi-M-25) Same requirements as **Man's Life**, above. Seeking also feature columns and cartoons.

**Valor**, Sky Publishing Co., 16 E. 55th St., New York 22. (Q-25) Same requirements as **Man's Cavalade**, above.

## Women's and Home Service Magazines

**American Baby**, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000. Special need: articles by doctors. No verse. No photos. Beulah France, R.N. 1/2c. Pub. Acc. on articles by doctors.

**American Beauty**, 166 West 72nd St., New York 23. (Bi-M) Articles 50-1,000 on fashion, glamour, charm, success. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

**The American Home**, 300 Park Ave., New York 22. (M-25) Practical articles pertaining to home, interior decorating, building, gardening, food, home-crafts, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin. Varying rates. Acc.

**Baby Care Manual**, Parents' Institute, 52 Vanderbilt Ave., New York 17. (Q-give-away through hospitals to new mothers) All articles reprinted from **Parents' Magazine**. Photos. Mrs. Maja Bernath. Photos \$25. Acc.

**Baby Talk**, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr. 2c-3c. Acc.

**Baby Time**, 424 Madison Ave., New York 17. (M-25) Articles 500-750 of interest to new and expectant mothers and mothers of children up to about 3 years; humorous verse. Lee Robba. \$5 up an article. Acc.

**Beauty and Health**, 166 West 72nd St., New York 23. (Bi-M) Articles 500-1,000 on self-improvement through diet, exercise, etc. Fillers and news to 50 words. Cartoons. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

**Better Homes & Gardens**, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except politics, sports, and medical "scare." Wants profiles and family stories about important people who are not necessarily celebrities. Photos. Cartoons. No fiction, little verse. Hugh Curtis, Editor; James M. Liston, Special Features Editor. Articles to \$1,500 and above. Acc. Query.

**Bride's Magazine**, 60 E. 42nd St., New York 17. (Q) Articles 100-1,500, covering fashions, furnishings and home decorations, etc., of interest to brides; verse. Helen E. Murphy. Varying rates. Acc.

**Canadian Home Journal**, 73 Richmond St., W., Toronto, Canada. (M-20) Short stories 3,000—current need, young, romantic love. Robert Majoribanks, Managing Editor. \$200. Acc.

**Canadian Homes and Gardens**, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

**Catholic Home Journal**, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,800-2,000. Articles on the home, child care, etc., preferably illustrated, 1,800-2,000. Verse about "grandma," 12-16 lines. Rev. Urban Adelman. 1c up. \$6 a poem. Acc.

**The Catholic Home Messenger**, St. Paul Monastery, Canfield, Ohio. (M) Fiction and articles 1,800-2,000. Fiction should be timely or deal with social and family problems. Articles on biography, travel, current events, cultural matters, etc. Picture stories—7-8 photos, 300-600 words. Fillers and cartoons used occasionally. Rev. Bernard M. Borgogno, S. S. P. 1 1/2c up. 10th of month after acc.

**Charm**, 575 Madison Ave., New York 22. (M-25) Short articles of interest to women who work, 500-1,500. Helen Valentine. Varying rates. Acc.

**Chatelaine**, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short stories to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background. John Clare, Editor. Acc.

**The Christian Home**, 201 Eighth Ave., S., Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless. Stories and articles 1 1/2c, verse 25c a line. Acc.

**Crosier Missionary**, Onamia, Minn. (M-25) Wholesome but not "preachy" fiction appealing to Catholic families, 800-1,800. Articles, preferably with photos, on religious topics of general interest but especially on Catholic family life, courtship, marriage, child training, 800-1,800. Cartoons. Photo stories on religious or inspirational topics. Rev. Benno Mischke, O. S. C. 2c-5c, cartoons \$5, photos \$4-\$10, photo stories \$15 up. Acc.



**Everywoman's Magazine**, 16 E. 40th St., New York (M-7) Quality fiction 1,000-3,500. Articles with a family slant, to 3,000; humor with family slant to 1,000 (also humor from male viewpoint for "That Man Is Here," 750) human-interest stories about previously unpublished but noteworthy women for "Everywoman's Woman" feature, to 2,500. Dorothea Zack Hanle, Editor; Barbara Blakemore, Articles and Fiction Editor. Good rates. Acc.

**Family Circle Magazine**, 25 W. 45th St., New York 36. (M-7) Short stories 2,500; short-shorts 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time activities, financial, travel, personalities, etc. Some verse. Cartoons. Photos. Robert M. Jones, Competitive rates, depending on subject and quality. Acc.

**Family Digest**, Huntington, Ind., (M-20) Articles, 1,000-2,000 on home and family subjects. John F. Fink. 1c up. Pub.

**The Family Handyman**, 117 E. 31st St., New York 16. (Bi-M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. P. H. Scheller, Managing Editor. 5c, black-and-white glossy 8x10 photos \$7.50 up. Pub.

**Family Herald & Weekly Star**, 245 St. James St. W., Montreal, Que., Canada. (W-5) Stories 1,500-4,000, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. \$100. Acc.

**Flower & Garden Magazine for Mid-America**, Mid-America Bldg., Kansas City 11, Mo. Articles to 2,000 on indoor and outdoor gardening for the amateur in the Middle West. Midwestern writers preferred. Black and white photos accompanying articles; transparencies for covers. Rachel Snyder. To 2c, photos \$2-\$4.

**Flower Grower—The Home Garden Magazine**, 2049 Grand Central Terminal, New York 17. (M-35) How-to articles by and about experienced suburban and small-town home gardeners, photographs of gardens and flowers; articles to 1,500. Fillers 100-200. John R. Whiting. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

**Glamour**, 420 Lexington Ave., New York 17. (M-35) Articles of interest to young women, 500-1,000; subjects of daily concern; humorous approach acceptable. Evelyn Harvey. \$25 up. Acc.

**Good Housekeeping**, 57th St., and Eighth Ave., New York 19. (M-35) Stories of quality to 25,000; short articles; verse. Herbert R. Mayes. Excellent rates. Acc.

**Harper's Bazaar**, 572 Madison Ave., New York 22. (M-50) Literary distinction and vitality determine the selection of poetry and short stories. Alice S. Morris, Literary Editor. \$200-\$500. Acc.

**Home Life**, 127 Ninth Ave. N., Nashville 3, Tenn. (M-15) Short stories and feature articles of interest to home and family groups, Christian viewpoints, 750-3,000; short poems of lyric quality, human interest, and beauty; occasional photos; fillers, cartoons. Joe W. Burton. To 3c. Acc.

**Home Modernizing Guide**, 4 E. 52nd St., New York 22. (Semi-A-50) How-to articles on home maintenance, repair, remodeling. \$75 a page including photos. Acc.

**House & Garden**, 420 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping, building and remodeling, unusual travel and architectural articles; articles on music and the art of good living, 1,500-3,000. W. McK. Chapman, Features Editor. \$200 up. Acc.

**House & Home**, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

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**House Beautiful**, 572 Madison Ave., New York (M-50) Articles on building, remodeling, decorating, gardening, entertaining, cooking, house maintenance, home furnishing, music, travel, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon. Pub.

**Household**, 912 Kansas Avenue, Topeka, Kan. (M-15) Practical how-to articles on building, home maintenance, remodeling, furnishing, decorating, gardening and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Limited amount of light verse and cartoons. John M. Carter. Top prices for all material. Acc.

**Ladies' Home Journal**, Independence Square, Philadelphia 5, Pa. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials, 50,000-70,000; novellettes 20,000-40,000; short lyric verse; fillers; cartoons. Bruce Gould, Beatrice Blackmar Gould. Top rates. Acc.



**Life Today**, Southport, Conn. (Bi-M-35) Practical, inspirational articles 500-2,000 on health, psychology, marriage, love, divorce, family life in U. S., community problems. Sara Judson. 2c. Pub.

**Living for Young Homemakers**, 575 Madison Ave., New York 22. (M) Small market for short articles, 1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans. Varying rates. Acc.

**Mademoiselle**, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 2,500-3,500. Betsy Talbot Blackwell, Editor-in-Chief; Margarita G. Smith, Fiction Editor; Cyrilly Abels, features. Acc.

**Marriage Guide**, Sky Publishing Co., 270 Park Ave., New York 17. (Bi-M-35) Articles to 2,500 dealing with marriage problems with which the reader can feel some identification. Arthur Bernhard. 3c. Acc.

**McCall's**, 230 Park Ave., New York 17. (M-35) Fiction of all lengths: short-stories, short stories, one-shots, serials. Articles. Otis L. Wiese, Editor and Publisher; Betty Parsons Ragsdale, Fiction Editor. First-class rates. Acc.

**Modern Baby**. Same address and requirements as **Baby Time**, above.

**Modern Bride**, 366 Madison Ave., New York 17. (Q-1) Practical articles to 1,500 on wedding plan-

ning and related subjects. Virginia A. Maves. \$100 up. Acc.

**Mother's Magazine**, David C. Cook Publishing Co., Elgin, Ill. Articles on child character and religious training in the home, not over 1,000; activities for children aged 4-8; poetry with a religious slant for mothers or children, not over 12 lines. Iva Hoth, Editor. 1c-2c, verse 25c a line. Acc.

**My Baby Magazine**, 435 Fifth Ave., New York 16. (M-free) Articles on baby care and pregnancy subjects to 1,000 with a non-medical slant. Peg Rivers. 1c-3c. Pub.

**National Business Woman**, DuPont Circle Bldg., Washington 6, D. C. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Articles 500-1,500 of special interest to women who earn their own living. Verse. Photos. Art work. Sue Timberlake, Editor. \$10-\$35. Acc.

**New Home Guide**, 4 E. 52nd St., New York 22. (Semi-A-50) Articles on home building, financing, construction materials. \$75 a page including photos. Acc.

**Parents' Magazine**, 52 Vanderbilt Ave., New York 17. (M-35) Articles on family relationship, child care and guidance, 1,500-2,500. Articles on pre-school children and babies especially needed. Fiction. Humor. Mrs. Mary E. Buchanan. Acc.

**Popular Gardening**, 530 Fifth Ave., New York 36. (M-35) Practical gardening articles, successful gardening by young home owners. 1,000, with photos. Suzanne Gleaves. 3c. Acc.

**Sunset**, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

**Today's Baby**. Same address and requirements as **Baby Time**, above.

**Trailer Life**, 607 S. Hobart Blvd., Los Angeles 5, Calif. Practical articles 500-2,500 pertinent to Americans living in mobile homes. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knick-knack building; step-by-step series of photos essential. Travel stories associated with trailering. Articles about hobbies, photography, etc. Editor's guide to writers free on request. David F. Lyon, Editor. Rates "tops in field."

**U. S. Lady**, 1823 Jefferson Place, N. W., Washington 6, D. C. (M-35) Short-short stories to 1,500. Articles of special interest to wives of armed services men, to women in the services, to service families traveling. No general interest women's material. Paragraph fillers. Poetry. Cartoons. Photos. Alvadee Adams. Articles \$20-\$60, fillers and verse \$5-\$10, cartoons \$5-\$15. Pub. Query.

**Vogue**, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of interest to men and women, 1,500-2,000; photos. No poetry. Occasional fiction. Jessica Daves. Good rates. Acc.

**Western Family**, 1300 N. Wilton Pl., Los Angeles 28, Calif. (M) Light, romantic fiction to 2,500; short shorts and well-illustrated how-to-do-it articles of interest to the homemaker, to 1,000; profiles of Western personalities, emphasis on women, to 2,500. Travel in the West with photos. Marjorie Nyrop. 5c. Acc.

**Woman's Day**, 19 W. 44th St., New York 36. (M-7) Serious, humorous, and topical articles, 1,800-2,000; inspirational; how-to; fillers. Stories of substance, human interest, humor, suspense, 2,500-5,000. Mabel Hill Souvaine, Editor; Betty Finin, Fiction Editor. No set rate. Acc.

**Woman's Life**, 11 W. 42nd St., New York 36. (Q-35) Helpful entertaining articles, 400-2,500, on all phases of a woman's life. John J. Green, Managing Editor. Good rates. Acc.

**The Workbasket**, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles 750-1,000 on how to do

needle crafts and other home crafts of interest to women, including the making of specific items. Mary Ida Sullivan, Editor. 2c, photos to \$5. Acc.

**The Workbench**, 543 Westport Rd., Kansas City 11, Mo. (Bi-M-35) Projects and articles in the home workshop, home improvement and home repair fields from the do-it-yourself angle. Illustrated with plans, working drawings, progressive photographs, etc. T. M. O'Leary. Payment on basis of overall worth of article and illustrations. Pub.

**Young Woman**, 166 W. 72nd St., New York 23. Articles for young women, especially teen-agers, on their problems including health, diet, exercise, fashion, makeup, personality. Fillers of 50 words, particularly on news from various sections. Robert E. Fischer. 1c-3c, photos and cartoons \$3-\$5. Pub.

**Your New Baby**, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-1,500 on baby care and family living by parents or specialists in child care. Fillers. Photos. Mrs. Maja Bernath. Articles \$15-\$80, photos \$25. Acc.

### Confession Magazines

**Confidential Confessions**, 23 West 47th St., New York 36. Dramatic first-person stories with hit-home marriage and courtship problems. Shorts from 2,500 to 6,500; novelettes to 10,000. Shirley Brownrigg. To 3c. Acc.

**Daring Romances**, 23 West 47th St., New York 36. Realistic first-person marriage and courtship stories with emphasis on man-woman problems. Strong emotional tone. Shorts from 2,500 to 6,500; novelettes to 10,000. Shirley Brownrigg. To 3c. Acc.

**Intimate Story**, 295 Madison Ave., New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000. Teenage romance and marriage stories welcome. Marjorie Sneden. 3c. Pub.

**Modern Romances**, 261 Fifth Ave., New York 16. (M-15) First-person real-life stories. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, and post-natal health. Articles carry bylines. Henry P. Malmgreen. 4c and 5c. Acc.

**My Love Secret**, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**, below.

**Personal Romances**, 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-10,000. Hope Stewart. 3c up. Pub.

**Real Romances**, 535 Fifth Ave., New York 17. (M-15) First-person short stories to 7,500; novelettes 8,500-10,000; articles 500-1,000; fillers. Written from viewpoint of both men and women. Mary Rollins. 3c. Acc.

**Real Story**, 535 Fifth Ave., New York 17. (M-20) For requirements see **Real Romances**, above.

**Revealing Romances**, 23 W. 47th St., New York 36. (M-15) First-person stories of courtship and marriage with strong reader identification. Stories must deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000; novelettes to 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Hilda Wright. 3c up, verse 50c a line. Acc.

**Romance Confessions**, 509 Fifth Ave., New York 17. (Bi-M-25) For requirements see **Romance Time**, below.

**Romance Time**, 509 Fifth Ave., New York 17. (Bi-M-25) Strong, dramatic, emotional first-person stories based on women's real-life experiences 4,000-8,000. Elaine Moss. Stories 3c a word, articles about \$100. Acc.

**Secrets**, 23 W. 47th St., New York 36. (M-15) Dramatic first-person stories of courtship and marriage with emphasis on realism and emotional tone. Shorts 2,500-6,000, novelettes to 10,000. Articles on marriage, courtship, personality to 1,000. Ro-

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**Tan**, 1820 S. Michigan Ave., Chicago 10. (M-25) First-person stories 2,000-5,000. Emphasizes Negro life but is not confined to Negro characters. Louie Robinson. 1½c. Acc.

**True Confessions**, 67 W. 44th St., New York 36. (M-15) Short stories 1,500-10,000; novels 18,000. Must be realistic first-person stories, with strong characterization and sincere emotion, based on problems of life today; dramatic impact is necessary. The really "different" story is welcomed. Fact exposé or inspirational articles occasionally used. Fillers 500-1,000. Florence J. Schetty. 5c. Acc.

**True Experience**, 205 E. 42nd St., New York 17. (M-20) First-person true stories of emotional experiences. To 10,000. Especially seeking stories about 3,000. F. Gould. Payment to \$375, according to editorial impact and length of story. Acc.

**True Life Stories**, 10 E. 40th St., New York 17. (Q-25) First-person confession stories 3,500-10,000; special need, 5,000-7,000. Fillers 350-750 on any subject matter in keeping with the idea of a confession magazine. George Albert Gray. Fiction 4c, fillers and non-fiction approx. 5c. Acc.

**True Love Stories**, 205 E. 42nd St., New York 17. (M-15) First-person stories. Evonne Rae. 500-1,000 words, \$50; 1,500-2,000, \$75; 2,500-3,000, \$100; 4,500-5,500, \$175; 6,500-8,000, \$250; 10,000-12,000, \$400. Acc.

**True Revelations**, 535 Fifth Ave., New York 17. (Bi-M-25) First-person stories to 10,000. 3c. Acc.

**True Romance**, 205 E. 42nd St., New York 17. (M-15) F. Gould. First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-shorts 2,000-3,500, up to \$250. Acc.

**True Story**, 205 E. 42nd St., New York 17. (M-25) Stories to 7,000; novelettes 9,000; double-lengths 11,000; 2-part serials, 7,000-10,000 per installment. Nina Dorrance. Surprise-ending short-shorts \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500, serials \$425 each installment. Acc.

**Uncensored Confessions**, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**, above.

## Fact Detective

**Amazing Detective Cases**, 655 Madison Ave., New York 21. (Q-25) Fact articles on crime cases with mystery and good detective work, 1,500-2,000. Official bylines preferred. Robert E. Levee. 2c up, photos \$5. Acc.

**Confidential Detective Cases**, 441 Lexington Ave., New York 17. (Bi-M-25) Detective cases, 3,000, with strong woman interest. Good photos with plenty of action and emotion help to sell any piece. 1,000-word pieces on various aspects of scientific crime detection, on outstanding law-enforcement officials and criminologists. Ruth Beck. Acc.

**Crime Detective**, 441 Lexington Ave., New York 17. (Bi-M-25) Detective cases, 3,000, with strong timely interest. Good photos with plenty of action and emotion help to sell any piece. Also 1,000-word pieces on various aspects of scientific crime detection, on outstanding law-enforcement officials and criminologists. Ruth Beck. Acc.

**Crime Exposés**, 16 E. 55th St., New York 22. (Bi-M-25) First-person crime confessions, exposés, 2,500-3,000. Bill Guy, Editor. Acc.

**Exposé Detective**, 16 E. 55th St., New York 22. (Bi-M-25) For requirements see **Police Detective**, below.

**Front Page Detective**, 261 Fifth Ave., New York 16. (M-25) Crime articles dealing with personalities, unique police methods, exposés, 3,500. On-the-scene crime photos. Carmena Freeman. \$150-\$250; photos \$6 (more for series). Acc. Query on everything except picture stories.

**Homicide Detective**, 441 Lexington Ave., New York 17. (Bi-M-25) Detective cases, 3,000, with strong emotional woman interest. Good photos or picture sets needed. Also 1,000-word personality pieces on law-enforcement officials, criminologists or other workers in the field of crime. Ruth Beck. Acc.

**Inside Detective**, 261 Fifth Ave., New York 16. (M-25) Same requirements as **Front Page Detective**. Carmena Freeman.

**Master Detective** 206 E. 43rd St., New York 17. (M-25) Fact crime stories to 6,000, emphasizing suspense. Mostly wound-up cases. Adequate photos essential. R. F. Buse. \$150 up. Photos \$5-\$7.50. Acc. Query essential.

**Official Detective**, 400 N. Broad St., Philadelphia 17, Pa. (M-25) True detective crime-detection stories 5,000-7,000; photos. Philip Weck. 2½c up. Acc.

**Police Detective** 16 E. 55th St., New York 22. (Bi-M-25) Articles 2,500-3,000 on crime, rackets; unusual crime stories; also shorts 250-1,000 on similar subjects. Exposé and confession-type articles emphasized. Contemporary murder cases preferred. Bill Guy, Editor. Acc.

**Sensational Exposés**, 16 E. 55th St., New York 22. (Bi-M-25) Articles 2,500-3,000 on women criminals, rackets; also shorts 350-1,000. Contemporary cases preferred. Bill Guy, Editor. Acc.

**Startling Detective**, 67 W. 44th St., New York 36. (M-25) Current murder cases; older factual crime stories; also current non-murder crime features, such as a robbery with unusual elements if written under the byline of a principal. Full-length stories to 6,000; features around 3,000. Pertinent photos essential. Hamilton Peck. 3c plus extra consideration for byline. Acc. Photos \$5. Pub. Query.

**True Crime**. For requirements see **Police Detective**, above.

**True Detective**, 206 E. 43rd St., New York 17. (M-25) Suspenseful current true detective crime stories with actual photos, with or without official byline, 3,000-5,000; double-length features 8,000-10,000. Detective and crime shorts and fillers, 100-1,500. R. F. Buse. From 3c, depending on length, merit of case, and handling of copy, photos \$5-\$7.50. Query before submitting copy. Send corroborating news clips or other authentication with MSS.

**True Mystery**, 16 E. 55th St., New York 22. (Q-25) Articles and crime cases incorporating element of mystery and the bizarre 2,500-3,000; also shorts 350-1,000. Bill Guy, Editor.

**True Police Cases**, 67 W. 44th St., New York 36. (M-25) Fact detective stories to 7,000. Particularly interested in first-person stories or features under the byline of a person on either side of the law; and in sensational exposé of crime conditions in major cities. Joseph Corona. 3c up. Acc.

## Fictional Detective and Mystery

**Alfred Hitchcock's Mystery Magazine**, Chanin Bldg., 122 E. 42nd Street, New York 17. (M-35) Emphasis on characterization, theme, and the quality of the writing rather than violence for its own sake. Mr. Hitchcock uses the magazine as a source of material for his TV show. William Manners, Editorial Director. 3c-6c. Acc.

**Double Action Detective & Mystery Stories**, 241 Church St., New York 13. (Q-35) Detective fiction stressing plot and characterization, with mild sex interest. Murder mysteries preferred—straight crime and gangster stories not wanted. Robert W. Lowndes. ½c up. Pub.

**Ellery Queen's Mystery Magazine**, 527 Madison Ave., New York 22. (M-35) Stories of detection, crime, mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror element, O. K. No taboos, no angles editorially except that quality must be high. "Ellery Queen." Originals, \$200 up for average length. Reprints, \$75 up. Acc.



**Fast-Action Detective & Mystery Stories**, 241 Church St., New York 13. (Q-35) Some requirements as **Double Action Detective & Mystery Stories**, above.

**Manhunt**, 545 Fifth Ave., New York 17. (M-35) Fiction 1,000-25,000. Tough, hard-boiled, off-beat but realistic stories in the detective-crime field. Seeks only the best. Francis X. Lewis. 2c-5c, much higher on occasion. Acc.

**Mercury Mystery Book-Magazine**, 527 Madison Ave., New York 22. (Q-35) Full-length original mystery and suspense books with good pace. Preferable though not essential that hard-cover publication have been arranged for. True crime articles, original or reprint, to 6,000. A few fillers and cartoons. Robert P. Mills, Managing Editor. 1c, cartoons \$10. Acc.

**Mike Shayne Mystery Magazine**, 501 Fifth Ave., New York 17 (Bi-M-35) Each issue contains a novellette of Michael Shayne by Brett Halliday. Rest of magazine is open for detective and mystery stories of all schools, 1,500-15,000. Sylvia Kleinman. 1c. Acc.

**Mystery Digest**, 527 Lexington Ave., New York. (Bi-M-35) Mystery fiction 3,000-10,000. Rolfe Passer, Executive Editor. 1c. Pub.

**The Saint Detective Magazine**, 320 Fifth Ave., New York 1. (M-35) Stories 1,000-15,000 of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Hans Stefan Santesson. 1c. Month before pub.

### Love Story

**Exciting Love**, 10 E. 40th St., New York 16. (Q-25) Novelettes, 8,000-16,000; short stories 1,000-6,000. Helen Tono. 1c. Acc.

**Gay Love Stories**, 241 Church St., New York 13. (Bi-M-25) Mostly third-person, but some first-person love stories to 15,000, not of confession type. Marie Antoinette Park. ½c up. Pub.

**Ideal Love Stories**, 241 Church St., New York 13. (Bi-M-25) Same requirements as **Gay Love Stories**, above.

**Ranch Romances**, 10 E. 40th St., New York 16. (Bi-W-25) Adult Western short stories, 5,000-6,000; novelettes 8,000; novels 18,000-20,000; 4-part serials to 45,000; well-authenticated fact material to 2,500. Romantic interest. Helen Tono, Editor. 1c up. Acc.

**Real Western Romances**, 241 Church St., New York 13. (Bi-M-25) Love stories of the Old West, with action element in background. Stresses color and characterization. Uses some first-person stories, but not of confession type. Short stories to 5,000, novellettes 8,000-12,000. Marie Antoinette Park. ½c up. Pub.

**Today's Love Stories**, 241 Church St., New York 13. (Bi-M-25) Short stories and novelettes with strong love interest 1,000-15,000. Uses some first-person stories, but not of confession type. Marie Antoinette Park. ½c up. Pub.

### Science Fiction, Fantasy

**Amazing Stories**, 366 Madison Ave., New York 17. (M-35) Action, science-fiction short stories 1,000-10,000. Science-fiction cartoons. Paul W. Fairman. 1c up, cartoons \$7.50. Acc.

**Astounding Science Fiction**, 304 E. 45th St., New York 17. (M-35) Science short stories to 8,000, novellettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr. 3c up. Acc.

**Dream World**, 366 Madison Ave., New York 17. (M-35) Fiction of the Walter Mitty type. Paul W. Fairman. 1c up. Acc.

**Fantastic**, 366 Madison Ave., New York 17. (Bi-M-35) Same requirements as **Amazing Stories**, above.

**Fantastic Universe**, 320 Fifth Ave., New York 1. (M-35) Stories 1,000-15,000—science fiction as well

as fantasy. Articles chiefly on assignment. Hans Stefan Santesson. 1c. Month before pub.

**Fantasy and Science Fiction**, 527 Madison Ave., New York 22. (M) Science fiction and fantasy 500-20,000, occasionally longer. Uses some reprints. Send MSS. to editorial address, 2643 Dana St., Berkeley 4, Calif. Anthony Boucher. 2c up, first North American and foreign serial rights only; reprints \$50 up a story. Acc.

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### AUTHOR & JOURNALIST

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**Fate Magazine**, 806 Dempster St., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings. "True Mystic Experiences" and "Survival" department stories, about 250 words. Mary Fuller. 2c, department shorts, \$5 each. Pub.

**Future Science Fiction**, 241 Church St., New York 13. (Q-35) Same requirements as **Science Fiction Stories**, below. ½c up. Pub.

**Galaxy Science Fiction**, 421 Hudson St., New York 14. (M-35) Short-shorts 2,000-3,000; short stories to 5,000; novelettes 7,500-12,000; novellas 15,000-18,000; serials 30,000-65,000. (**Galaxy Science Fiction Novels**—bimonthly paper-bound reprints—are completely separate from **Galaxy Science Fiction** magazine.) Exclusively quality science-fiction slant. No poetry, cartoons, articles, or filler. H. L. Gold. 3c up, minimum \$100. Acc.

**If—Worlds of Science Fiction**, Quinn Publishing Co., Kingston, N. Y. (Bi-M-35) Science fiction, not fantasy. Stories to 12,000—under 5,000 preferred. Articles on assignment only, but inquiries will be considered. James L. Quinn. 2c up. Acc.

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## Be Versatile

[Continued from Page 11]

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